

ESET Renewal as a Service (RaaS) – saving time and money whilst improving your customers' experience

SUCCESS STORY



Customer

Home Fix Computers have been a loyal partner with ESET for over 10 years providing break-fix and resale services to a customer base of, primarily, home users.

They service a broad range of clients, in both level of expertise and age, but the majority are over 40 and have moderate technical ability. They provide these services both on-site/at home and from a physical retail environment and they signed up to the RaaS in October 2021.

Challenge

Through growth of their customer base over the years the challenge of making sure their clients' licences were renewed on time, and at their convenience, was becoming increasingly burdensome as it was manual process. Add to this the fact that many of their clients would want to renew out of office hours and sometimes would do so directly through the ESET e-Shop made it even more challenging. Despite the fact ESET would be able to identify those that did renew direct, and still make sure Home Fix Computers received their commission, it meant that a member of staff was spending many hours per month on this task.

Solution

For Home Fix Computers and ESET this was something that had to be much easier to manage and so, over the last year, the ESET Retention Team worked tirelessly on an automated functionality that put both the end-user client and reseller first. ESET launched the RaaS in October 2021 and began to roll out to selected partners. Home Fix Computers were one of the early adopters and things improved very quickly.

“Previously we had a staff member who would spend a good few hours each month ringing around the renewals and not managing to get hold of people – that’s now been decreased and allows that staff member to do other tasks”, said Steven Booth, CEO of Home Fix Computers.

In addition, the relationship with ESET, and the service they can provide to their customers, has changed for the better.

Steven went on to say, **“It has probably improved our relationship with ESET as we were starting to find the burden of chasing renewals becoming an issue, which has now changed with RaaS.”**

How have you found it so far?

“If I were to summarise, I would say that the key benefits are that it allows customers to renew at a time to suit them (24/7); it saved us on internal resources required to spend time chasing renewals; it shows we’re working with directly with a world-class vendor rather than just retailing random products; saves us raising invoices for the licenses – we just claim the commission; and finally that Customers don’t feel they are being chased by both ESET and us.”

“It’s really easy to sign up to and there are no downsides – I’d recommend it to anyone”, said Steven.
