

Customer Portal Integration Proposal

Staying Competitive in Modern Computer Repair

Prepared for: Computer Store Kansas Management **Date:** November 2025 **Project:** Custom Web Portal with RepairShopr API Integration **Investment Required:** No additional costs - built in-house using existing resources

Executive Summary

Computer Store Kansas has been Topeka's trusted computer repair destination since 2003. But in 2025, customer expectations have changed dramatically. National chains offer 24/7 online repair tracking. Local competitors are catching up. Customers increasingly expect the same digital convenience from us that they get from their auto mechanic, their dentist, and even their pizza delivery.

The opportunity: Build a professional customer portal using our existing RepairShopr subscription—no new software costs, just Matthew's development time during work hours.

The impact:

- Modern, professional customer experience that matches national chains
- Competitive advantage over local shops still relying on phone-only service
- Staff time freed up from repetitive status calls
- Marketing differentiator that positions us as Topeka's technology leader

The cost: Zero additional expense. We're already paying for RepairShopr (\$129/month). This leverages that investment to create customer-facing value.

This isn't about ROI calculations—it's about staying competitive and meeting customer expectations in 2025.

The Competitive Landscape: We're Falling Behind

What Customers Experience at National Chains

Best Buy / Geek Squad:

- Online repair tracking with real-time status updates
- 24/7 access from mobile app or website
- Automated notifications when repairs are ready
- Professional, branded digital experience

Staples Tech Services:

- Web portal for appointment scheduling
- Invoice access and payment online
- Service history and documentation
- Mobile-friendly interface

What Customers Experience at Computer Store Kansas

Current Reality:

- Call during business hours to check status
- Wait for someone to look up their ticket
- No way to view invoices or history outside business hours
- Professional service, but dated customer experience

Customer Perspective: *"I can track my pizza delivery in real-time, but I have to call to find out if my \$1,200 laptop repair is done?"*

The Local Competition is Catching Up

While we've focused on technical excellence and honest service, competitors are modernizing their customer experience. Some local shops are already exploring customer portals. Being second or third in the local market means losing the "technology-forward" positioning that should be our natural advantage.

The risk: Customers increasingly choose businesses based on convenience and modern experience—not just price and quality.

What We're Building (Using What We Already Have)

Customer Portal Overview

A professional, branded web portal integrated with our existing RepairShopr system that gives customers:

24/7 Self-Service Access:

- View repair status and technician notes in real-time
- Access invoices and payment history
- Schedule appointments with technician availability
- Review complete service history
- All from their phone, tablet, or computer—anytime

Professional Branded Experience:

- Matches computerstoreks.com design and branding
- Reinforces trust in our business
- Feels like a modern, sophisticated service
- No generic third-party interfaces

Customer Experience Example:

Sarah drops off her laptop Monday morning. Tuesday evening after work, she logs into the portal from her phone and sees: "Diagnostic complete - hard drive failure confirmed. Parts ordered, estimated completion Friday." She approves the repair and schedules a Friday afternoon pickup—all in 2 minutes, without calling or waiting for a callback.

Staff Portal Improvements

For Our Team:

- Dashboard for managing customer interactions efficiently
- Reduced phone interruptions for status inquiries
- Better scheduling coordination and visibility
- All updates happen in RepairShopr (no new systems to learn)
- More time for actual repairs, less administrative overhead

Staff Experience Example:

Instead of taking 15-20 "what's my status?" calls per day, technicians update tickets once in RepairShopr. Customers see updates automatically in the portal. Phone calls shift from "checking status" to "discussing technical questions"—higher value conversations.

Why Customers Will Love This

Meeting Modern Expectations

Today's customers are accustomed to self-service in every industry:

Industry	Self-Service Standard
Food Delivery	Track driver in real-time, ETA updates
Healthcare	Patient portals for results, appointments, billing
Auto Repair	Digital inspection reports, photo updates, online approvals
Banking	24/7 account access, mobile deposits, instant transfers
Computer Repair	...call during business hours?

We're not competing with just other repair shops—we're competing with customer expectations set by every other service they use.

Reducing Customer Anxiety

Computer repairs are stressful. Customers worry about:

- "What's taking so long?"
- "What did they find during diagnostic?"
- "How much is this going to cost?"
- "When will it be ready?"

Current solution: Call and hope someone can look it up right then. **Portal solution:** Log in anytime and see exactly what's happening.

Transparency builds trust. Trust drives loyalty.

Convenience Drives Referrals

Happy customers tell their friends. A professional, convenient experience becomes a talking point:

"I love Computer Store Kansas—they have this portal where I can check my repair status anytime, schedule appointments online, see all my invoices. It's so much easier than other places."

Word-of-mouth marketing is our strongest channel. This gives customers something specific to recommend.

How This Makes Staff Jobs Better

Fewer Repetitive Interruptions

Current Situation:

- 15-20 status inquiry calls per day
- Each call interrupts technician workflow
- Looking up tickets takes time
- Same questions asked repeatedly

With Portal:

- Customers check status themselves
- Calls shift to higher-value technical discussions
- Technicians update tickets once, customers see it immediately
- More focus time for actual repair work

Staff Time Saved: 1-2 hours per day, redirected to completing repairs faster

Better Scheduling Management

Current Challenges:

- Phone tag for appointment scheduling
- Scheduling conflicts from manual coordination
- No-shows from forgotten appointments
- Staff time spent on scheduling logistics

With Portal:

- Customers book appointments when convenient for them
- Automated calendar shows real availability
- Automated reminders reduce no-shows
- Staff see upcoming appointments clearly

Improved Customer Communication

Before: Staff must proactively call or email with updates **After:** Update ticket in RepairShopr, customer sees it in portal automatically

Less communication overhead, but better-informed customers.

Professional Tools for Professional Techs

Our technicians are highly skilled. They deserve modern tools that make their jobs easier—not more administrative burden and constant interruptions.

Competitive Advantages We Gain

Positioning Against National Chains

What National Chains Have:

- Corporate resources and IT departments
- Online tracking and customer portals
- Professional digital experience
- 24/7 customer access

What We'll Have:

- All the same digital capabilities
- PLUS: Local ownership, personalized service, technical expertise
- PLUS: Our reputation for honesty and quality

Marketing Message: "*The convenience of a national chain with the trust of your local expert since 2003.*"

Positioning Against Local Competitors

What Most Local Shops Offer:

- Phone-only status checks
- Manual appointment scheduling
- Generic or no web presence
- Traditional service model

What We'll Offer:

- 24/7 online repair tracking
- Professional branded customer portal
- Self-service appointment scheduling
- Modern, technology-forward experience

Marketing Message: "*Topeka's most advanced computer repair experience—family owned since 2003.*"

Differentiators We Can Market

On Our Website:

- "Track your repair 24/7 from any device"
- "Professional customer portal with real-time updates"
- "Schedule appointments online anytime"

In Store:

- Signage promoting portal benefits

- Instructions at checkout
- Professional appearance enhancing trust

In Advertising:

- "See what national chains offer, get the service only locals provide"
- Focus on convenience + expertise combination

Attracting Younger Customers

Millennials and Gen-Z customers strongly prefer:

- Digital self-service over phone calls
- Transparency and real-time information
- Mobile-friendly interfaces
- Modern, professional experiences

This portal removes a barrier to attracting younger customers while maintaining the excellent service older customers value.

Business Growth Potential

Customer Retention

Why customers leave repair shops:

- Frustration with lack of communication
- Feeling left in the dark about status
- Inconvenient hours or processes
- Better experience elsewhere

How portal improves retention:

- Proactive transparency reduces frustration
- Convenience makes returning easier
- Professional experience builds loyalty
- Better communication strengthens relationships

Even a 5% improvement in customer retention has significant long-term value through repeat business and referrals.

Premium Service Positioning

Currently: We compete primarily on quality and honesty **With Portal:** We compete on quality, honesty, AND convenience

This three-dimensional positioning justifies our pricing and differentiates us from discount competitors. Customers expect to pay more for better service—and modern digital access is part of "better service" in 2025.

Reduced Support Burden Enables Growth

Current Constraint: Staff time split between repairs and administrative tasks **With Portal:** Administrative burden reduced, capacity for more repairs

More capacity without hiring means:

- Faster turnaround times
- Ability to handle more volume
- Better work-life balance for staff
- Scalability for future growth

Marketing and Acquisition Value

This becomes a featured selling point:

- Website homepage: "24/7 Customer Portal"
- Google Ads: "Track your repair in real-time"
- Facebook: Customer testimonials about convenience
- Reviews: Customers mention portal experience

Differentiation drives customer acquisition. In a crowded market, unique capabilities win.

Technical Approach: Simple and Smart

Using Our Existing RepairShopr Subscription

We're already paying \$129/month for RepairShopr. It includes a full API (Application Programming Interface) that allows custom integration. This portal simply connects to that API—no new software licenses needed.

How it works:

1. Customer logs into our branded portal (computerstoreks.com/portal)
2. Portal connects to RepairShopr API securely
3. RepairShopr sends back customer's repair data
4. Portal displays it in our professional branded interface
5. Customer actions (scheduling, approvals) sync back to RepairShopr
6. Staff see everything in their existing RepairShopr workflow

No disruption to staff operations. No new software to buy. No duplicate databases.

Built In-House During Work Hours

Matthew will build this as part of his regular job responsibilities:

- Development happens during work hours (already budgeted)
- Uses modern web technologies (React, Next.js)
- Clean, maintainable code
- Documentation for future updates

No contractor fees. No external development costs. Just internal resources we're already paying for.

Hosting and Maintenance

Minimal ongoing costs:

- Cloud hosting: ~\$50-100/month (professional, reliable infrastructure)
- Security updates and maintenance: part of regular IT operations
- Future enhancements: Matthew handles as needed during work hours

Total additional monthly cost: \$50-100 for hosting. That's it.

Security and Privacy

- Customer data stays in RepairShopr (no new databases to secure)
- Encrypted connections (industry-standard HTTPS/SSL)
- Secure authentication protecting customer privacy
- Regular security updates (part of maintenance)

Mobile-First Design

Portal works seamlessly on:

- Smartphones (most common usage)
- Tablets
- Desktop computers

Customers can access from whatever device is convenient.

Implementation Timeline: 3 Months

Phase 1: Foundation (Weeks 1-3)

Building the core infrastructure

- RepairShopr API integration and testing
- Secure customer login system
- Basic dashboard interface
- Internal testing with staff

Milestone: Staff can test portal with real customer data internally

Phase 2: Customer Features (Weeks 4-6)

Creating customer-facing capabilities

- Repair status viewing with real-time updates
- Invoice display and service history
- Professional branding matching computerstoreks.com
- Mobile-responsive design

Milestone: Beta portal ready for friendly customer testing

Phase 3: Advanced Features (Weeks 7-9)

Adding convenience and automation

- Online appointment scheduling
- Email notifications for status updates
- Customer feedback system
- Payment integration (if desired)

Milestone: Full-featured portal ready for launch

Phase 4: Launch & Refinement (Weeks 10-12)

Going live with real customers

- Soft launch with select customers
- Gather feedback and make improvements
- Staff training and documentation
- Public launch with marketing campaign

Milestone: Live portal accessible to all customers

Parallel Activities During Development

While Matthew builds the portal:

- Marketing team prepares launch materials
- Staff receive training on supporting portal users
- Customer communication templates created
- Website updates prepared for launch

Total timeline: 12 weeks from approval to public launch

Why Now? The Case for Urgency

Customer Expectations Are Already Here

This isn't a "nice to have" for the future. Customers expect this **today**. Every day without it, we're:

- Losing potential customers to competitors with better digital experiences
- Frustrating existing customers who want self-service options
- Positioning ourselves as outdated compared to national chains
- Missing opportunities to market our technological sophistication

Local Competition Will Catch Up

First-mover advantage matters in local markets.

If we launch a professional customer portal now:

- We're the technology leader in Topeka
- Customers become accustomed to our portal
- Competitors look like followers if they later copy us
- We own the "modern repair shop" positioning

If we wait and a competitor launches first:

- We're playing catch-up instead of leading
- Customers may have already switched providers
- We lose marketing differentiation
- Our reputation as technology experts is questioned

The Development Window is Available

Matthew is available to build this during work hours **now**. Future schedules may be more constrained. The opportunity to build this in-house with existing resources won't last forever.

Marketing Cycle Timing

Launching in Q1 2026 positions us well for:

- Tax season (busy repair period)
- Spring marketing campaigns
- Customer testimonials before summer
- Full year to demonstrate competitive advantage

Delaying means missing key marketing windows.

No Additional Costs: Using What We Have

What We're Already Paying For

RepairShopr Subscription: \$129/month

- Includes full API access
- Supports unlimited customer logins
- No additional per-user fees
- We're already committed to this platform

Matthew's Salary: Already budgeted

- Development happens during work hours
- Part of regular job responsibilities
- No contractor or agency fees
- In-house expertise and ongoing support

Only New Cost: Hosting

Cloud Hosting: ~\$50-100/month

- Professional, reliable infrastructure

- Secure and scalable
- Automatic backups and updates
- Comparable to what we'd pay for any web service

Total additional monthly cost: \$50-100

That's less than:

- One hour of staff time per month
- Two medium pizzas
- Half a tank of gas

What We're NOT Paying For

Avoided costs by building in-house:

- No development contractor fees (\$10,000-20,000)
- No third-party portal subscription (\$200-500/month)
- No per-user licensing fees
- No maintenance contracts
- No expensive customization fees

Building in-house means we own it, control it, and can enhance it indefinitely.

The Real Investment: Time

The actual investment is Matthew's time over 12 weeks—time we're already paying for. This is similar to any business improvement project: allocating existing resources to create new value.

What we're building: An asset that provides competitive advantage for years to come.

Success Metrics: How We'll Know It's Working

Customer Adoption Indicators

Target: 40% of customers using portal within 6 months

Measuring adoption:

- Number of portal accounts created
- Active logins per week
- Feature usage (status checks, scheduling, invoice viewing)
- Customer feedback and satisfaction ratings

Even 30% adoption delivers significant staff time savings and customer satisfaction improvements.

Staff Efficiency Gains

Target: 25% reduction in status inquiry calls within 3 months

Measuring efficiency:

- Phone call volume tracking
- Types of calls (status vs. technical questions)
- Staff time spent on administrative tasks
- Technician feedback on workflow improvements

Fewer interruptions mean more focus time for repairs and faster turnaround.

Customer Experience Improvements

Target: Improved satisfaction and retention

Measuring experience:

- Customer satisfaction survey scores
- Online reviews mentioning portal
- Reduced complaint calls about communication
- Customer retention rate improvements

Happy customers stay longer and refer more people.

Competitive Positioning

Target: Leading differentiation in local market

Measuring positioning:

- Marketing mention rates (website, ads, social media)
- Customer acquisition sources mentioning portal
- Competitive intelligence on local shop offerings
- Brand perception surveys

Being known as "the shop with the customer portal" builds market leadership.

Risks and Mitigation: What Could Go Wrong

Risk: Customers Don't Adopt It

Mitigation:

- Clear instructions and easy setup
- Active marketing and promotion
- In-store signage and staff recommendations
- Phone/email support remains fully available
- Even low adoption still saves staff time

Fallback: Portal is additive, not replacing existing service channels. Low adoption means less benefit, but no harm.

Risk: Technical Issues or Bugs

Mitigation:

- Thorough testing before launch
- Soft launch with limited customers first
- Matthew available for quick fixes
- Fallback to existing phone/email service
- Built with maintainable, well-documented code

Fallback: Pause portal rollout, fix issues, relaunch when stable.

Risk: RepairShopr API Changes

Mitigation:

- RepairShopr API is stable and widely used
- Monitor for announcements and updates
- Maintainable code allows quick adjustments
- RepairShopr has incentive to support integrations

Fallback: Very low likelihood. API changes typically have long notice periods.

Risk: Staff Resistance to Change

Mitigation:

- Minimal workflow changes (staff still use RepairShopr)
- Clear efficiency benefits for staff
- Training and documentation provided
- Staff input during beta testing
- Gradual rollout allows adjustment

Fallback: Highly unlikely given that portal reduces staff workload, not increases it.

Risk: Development Takes Longer Than Expected

Mitigation:

- Phased approach allows partial launches
- Clear milestones and checkpoints
- Experienced developer with realistic timeline
- Can launch Phase 1-2 features first, add Phase 3 later

Fallback: Even a basic portal (status viewing only) provides value. Advanced features can come later.

Next Steps: Low-Risk Pilot Approach

Decision Gates to Minimize Risk

Decision Point 1 (Now): Approve project start

- Minimal risk: just Matthew's time allocation
- Can stop at any point if concerns arise

Decision Point 2 (Week 6): Review beta portal

- See working prototype with real data
- Staff testing and feedback
- Decide whether to proceed to Phase 3 features

Decision Point 3 (Week 10): Approve public launch

- Soft launch results and customer feedback
- Final decision on full rollout
- Option to pause, adjust, or proceed

This phased approach allows course correction at multiple points.

Immediate Actions Upon Approval

Week 1 To-Do List:

1. Confirm RepairShopr API access and credentials
2. Set up development environment
3. Review existing website branding for portal design
4. Create project timeline and milestone schedule
5. Begin Phase 1 development

No long procurement process. No vendor negotiations. Just start building.

What Success Looks Like

3 Months: Portal live and customers using it **6 Months:** 40% customer adoption, measurable call reduction

12 Months: Portal is standard part of customer experience **Long-term:** Competitive moat and marketing centerpiece

Conclusion: This is About Staying Competitive

Computer Store Kansas didn't survive 22 years by standing still. We've always adapted to changing technology and customer needs. This portal is the next natural evolution.

The Bottom Line

What it costs: ~\$50-100/month hosting (using resources we already have)

What we gain:

- Modern customer experience matching national chains
- Competitive advantage over local shops
- Reduced staff administrative burden
- Marketing differentiator and positioning
- Customer satisfaction and loyalty improvements
- Professional image reinforcing our expertise

What we risk by not doing this:

- Falling behind customer expectations
- Losing ground to competitors who modernize first
- Continuing inefficiencies and staff interruptions
- Missing marketing and differentiation opportunities

This Isn't a Cost Decision—It's a Strategic Decision

We're not calculating ROI on labor savings. We're deciding whether Computer Store Kansas should meet 2025 customer expectations or continue with 2015 processes.

The question isn't "can we afford this?" The question is "can we afford NOT to do this?"

Customers expect self-service options. Competitors are modernizing. National chains already offer this. We have the technology sitting unused in our RepairShopr subscription.

Let's use what we already have to build something that sets us apart.

Recommendation: Start Phase 1 Immediately

Approve Matthew to begin development during work hours. Review progress at Week 6. Launch when ready.

Low risk. High potential. Uses existing resources. Positions us competitively.

Let's build the future of Computer Store Kansas.

Appendix: Frequently Asked Questions

Q: What if customers don't use it? A: The portal is additive—phone and email remain available. Even 30% adoption delivers benefits. We'll actively promote it and provide clear instructions.

Q: What happens if RepairShopr changes their API? A: RepairShopr's API is stable and widely used. Changes are rare and announced well in advance. Matthew can update integration as needed.

Q: Can we add features later? A: Absolutely. We can start with basic features and add payment processing, SMS notifications, parts ordering, or other capabilities based on customer feedback.

Q: How do we train customers to use it? A: Launch includes email announcements, website promotion, in-store signage, and printed instructions. The portal will be intuitive enough that most customers won't need training.

Q: Does this replace RepairShopr? A: No. RepairShopr remains our core system. The portal is a customer-facing window into RepairShopr data. Staff continue using RepairShopr exactly as they do now.

Q: What about customers without internet access? A: Phone and email service remain fully available. The portal serves customers who prefer digital access while maintaining traditional service for those who need it.

Q: Is the portal difficult to maintain long-term? A: No. The portal will be built with clean, documented code using standard technologies, making it easy to maintain and enhance over time.

Q: Why not just use RepairShopr's built-in customer portal? A: RepairShopr's default portal is generic and unbranded. Our custom portal provides professional branding, better user experience, and features tailored to our specific needs—creating a competitive advantage rather than using the same generic tool everyone else has.

Q: What's the total time commitment for Matthew? A: Approximately 12 weeks of development during normal work hours, then minimal maintenance. This is building an asset that provides value for years with minimal ongoing time investment.

Ready to discuss this proposal? Let's talk about timeline, priorities, and launch strategy.

Prepared by: Matthew **Date:** November 2025 **Project Timeline:** 12 weeks from approval to launch