PRACTICAL TECH GUILD

# AI that earns its keep.

**Practical AI, automation and custom software for businesses and organizations.** We find where it would pay for itself, and where it wouldn't, then measure the results.

CLIENT IMPACT

| | | | |
|---|---|---|---|
| UP TO **82%** lower card processing fees | **+10%** more returning clients | **50%** time saved on routine work | **14** issues fixed per website, on average, including security holes |

practicaltechguild.com
503-985-6483 · info@practicaltechguild.com

Working with clients anywhere, in person or remote

WAYS TO WORK WITH US

# Three ways to work together

Start at the tier that fits. Each tier includes everything in the one before it.

OWNER-LED

## Starter Implementation

*You do the work, with us beside you.*

**SUPPORT**

- [x] Something breaks, you reach us
- [x] Owner training and AI answers
- [x] Safe use: catch errors, protect data
- [x] Hands-on AI setup in your daily work
- [x] Replies within 2 business days
- [ ] Quality check before AI output goes out
- [ ] Staff AI training sessions
- [ ] Staff AI-use and data policy

**AUDIT**

- [x] Checkup: a quick walk-through
- [x] What we would **not** spend money on
- [x] Readout and a do-it-yourself plan
- [ ] Full walk-through of how you operate
- [ ] Real numbers from your own systems
- [ ] Report with graded, measurable goals
- [ ] Re-audits to find new goals
- [ ] Strategy calls

**IMPLEMENTATION**

- [ ] Goals put in place for you
- [ ] Off-the-shelf tools set up
- [ ] Links to existing and legacy systems
- [ ] Data moved, plus a staff walk-through
- [ ] Monthly measurement and report
- [ ] AI tool review before you buy
- [ ] On-site or video visits

**PAYMENTS PLATFORM**

- [x] Card and bank checkout, at cost
- [x] Bank autopay and prepaid packages
- [x] Live fee and savings page
- [x] Same-day help if payments are down
- [ ] Key numbers dashboard
- [ ] Live team dashboard, role-based views
- [ ] Custom link to your booking app

DONE WITH YOU — RECOMMENDED

## Measured Implementation

*We hit the number, and measure it.*

**SUPPORT**

- [x] Something breaks, you reach us
- [x] Owner training and AI answers
- [x] Safe use: catch errors, protect data
- [x] Hands-on AI setup in your daily work
- [x] Replies within 2 business days
- [x] Quality check before AI output goes out
- [ ] Staff AI training sessions
- [ ] Staff AI-use and data policy

**AUDIT**

- [x] Checkup: a quick walk-through
- [x] What we would **not** spend money on
- [x] Readout and a do-it-yourself plan
- [x] Full walk-through of how you operate
- [x] Real numbers from your own systems
- [x] Report with graded, measurable goals
- [ ] Re-audits to find new goals
- [ ] Strategy calls

**IMPLEMENTATION**

- [x] **Up to 2** goals put in place for you
- [x] Off-the-shelf tools set up
- [x] Links to existing and legacy systems
- [x] Data moved, plus a staff walk-through
- [x] Monthly measurement and report
- [ ] AI tool review before you buy
- [ ] On-site or video visits

**PAYMENTS PLATFORM**

- [x] Card and bank checkout, at cost
- [x] Bank autopay and prepaid packages
- [x] Live fee and savings page
- [x] Same-day help if payments are down
- [x] Key numbers dashboard
- [ ] Live team dashboard, role-based views
- [ ] Custom link to your booking app

ONGOING

## Partnered Implementation

*We keep finding the next one.*

**SUPPORT**

- [x] Something breaks, you reach us
- [x] Owner training and AI answers
- [x] Safe use: catch errors, protect data
- [x] Hands-on AI setup in your daily work
- [x] **Next-business-day** replies
- [x] Quality check before AI output goes out
- [x] Staff AI training sessions
- [x] Staff AI-use and data policy

**AUDIT**

- [x] Checkup: a quick walk-through
- [x] What we would **not** spend money on
- [x] Readout and a do-it-yourself plan
- [x] Full walk-through of how you operate
- [x] Real numbers from your own systems
- [x] Report with graded, measurable goals
- [x] Re-audits to find new goals
- [x] Strategy calls

**IMPLEMENTATION**

- [x] **No cap** on goals put in place
- [x] Off-the-shelf tools set up
- [x] Links to existing and legacy systems
- [x] Data moved, plus a staff walk-through
- [x] Monthly measurement and report
- [x] AI tool review before you buy
- [x] On-site or video visits

**PAYMENTS PLATFORM**

- [x] Card and bank checkout, at cost
- [x] Bank autopay and prepaid packages
- [x] Live fee and savings page
- [x] Same-day help if payments are down
- [x] Key numbers dashboard
- [x] Live team dashboard, role-based views
- [x] Custom link to your booking app

Multiple locations are available in any tier. Add-ons and the Payments Platform on its own are on the next page.

OUR OWN SOLUTIONS

# The Payments Platform and add-ons

Each one is set up for the way you work and measured against your own numbers before and after. Add any of them to a tier, or take one on its own.

UP TO

**82%**

**lower card processing fees**

## The Payments Platform

IN EVERY TIER · OR ON ITS OWN

Card and bank checkout in one place, with bank autopay and prepaid packages. You see how each setting changes your fees before you turn it on, and what it saved after, without having to pass fees to your customers. Processing passes through at cost on your own accounts, and your payments settle straight to you.

## AI phone receptionist

BY REQUEST

Picks up when your team is busy or you're closed. It answers common questions, books appointments into your calendar, takes messages and texts callers back, and passes urgent calls to a person.

## Website repair, rebuild and support

BY REQUEST

We check your website for problems, including security holes, then repair it, or rebuild it when repairing isn't worth it. After that, ongoing support moves onto the Support Retainer.

## Photo and video reports, posted for you

BY REQUEST

Photos or video from a job, plus your employee's notes, become a customer report, and the same update goes to your social media and your website, so nobody writes it twice. An employee approves each one before it goes out.

## Enterprise-grade documentation system

BY REQUEST

One controlled place for procedures, policies and training, with permissions and version history. Employees confirm they have read what's new.

## Call-offs and shift coverage

BY REQUEST

Employees call off by text, phone or app. The open shift is offered to available staff, and affected customers are offered another time, so nobody spends the morning on the phone.

## Live team dashboard

BY REQUEST

Each person sees their own schedule and tasks for the day, and the whole team can see how the day is going. Included in Partnered Implementation.

## Key numbers dashboard

BY REQUEST

The numbers that matter to the owner, like sales, bookings and costs, in one place and always current. Included from Measured Implementation up.

## Support Retainer

BY REQUEST

A monthly retainer for owner training, hands-on AI setup, AI answers, continuous website support and help when something breaks.

## Custom software and hardware

BY REQUEST

When nothing else fits, we build what you need, in software, hardware or both, with a fixed written quote first.

## More locations

BY REQUEST

Run every location on one account, each set up on site. Available in any tier.

WHY PRACTICAL TECH GUILD

# Built by scientists, not a sales team

We tell you plainly what a fix is worth, and what isn't worth doing. We take no commission from any provider we recommend.

| | |
|---|---|
| **Starts with** | What you need, not a product to sell |
| **Focused on** | Results you can measure, not billable hours |
| **Recommends** | What works best for you, often tools you already have |
| **Up front** | Plain terms and goals you agree to, not big promises |
| **When AI won't pay** | We say so plainly. Sometimes the fix is a checklist. |

**Straight dealing.** We won't sell you software you don't need, or AI where a checklist would do. When we recommend one of our own products, we say it is ours and show the arithmetic against the alternatives.

WHO IT'S FOR

# Businesses and organizations that want to run more smoothly

Contractors and trades, property managers, real estate teams, bookkeepers, groomers, professional services, unions, churches and nonprofits. The kind of organization matters less than the work that repeats.

### This may be a fit if you're

- ✓ Losing time to repetitive work
- ✓ Missing opportunities because things fall through the cracks
- ✓ Curious about AI, but skeptical of the hype
- ✓ Looking for improvements you can measure

Automation here means giving you and your people time back and catching the overflow, not cutting staff.

## Book a 20-minute call

You'll leave knowing whether there's something worth measuring, and whether we're the right fit. No pressure.

Book practicaltechguild.com/book
Call 503-985-6483
Email info@practicaltechguild.com