



Reputify Guided Launch

One-time implementation package — scope, agreement summary, and go-live checklists.

Version 1.1

Updated 2026-05-25

Audience Business owners — customer-facing scope and go-live checklist

Website <https://reputify.app/guided-launch>

Support support@reputify.app

What is Guided Launch?

Guided Launch is Reputify’s optional **one-time implementation package**. We help you connect Google Business Profile, verify review sync, configure campaigns, set up WhatsApp (Growth and Scale), and train your team—**billed separately** from your Reputify subscription.

- **Not required** — you can self-serve with the 14-day free trial and in-app help center.
- **One-time fee** — paid via Razorpay payment link; invoice issued by Razorpay.
- **60-day launch window** — starts on kickoff date (after payment), not on trial sign-up.
- **Subscription independent** — your Starter, Growth, or Scale plan bills on its own schedule.

Included support hours cover all implementation work during the launch window—including live training, campaign setup, and calls. **Unused hours do not roll over.**

How it works

1. **Request** a package at reputify.app/guided-launch or email support@reputify.app
2. **Discovery call** (15–30 min) — confirm tier, locations, and channels
3. **Payment** — Razorpay one-time link (GST invoice for INR)
4. **Kickoff** — 60-day launch window begins
5. **Implementation & training** — within included hours
6. **Go-live sign-off** — checklist completed (see end of this document)

Package overview

Package	INR (excl. GST)	USD (excl. tax)	Launch window	Included hours (INR)	Included hours (USD)	Locations	Campaigns	Live training
Starter Guided Launch	■4,999	\$79	60 days	5 hours	Upon request	1	1	1 × 60 min
Growth Guided Launch	■8,999	\$139	60 days	8 hours	Upon request	Up to 3	2	1 × 90 min
Scale Guided Launch	■18,999	\$299	60 days	12 hours	Upon request	Up to 10	3	2 × 90 min

Support schedule (INR customers): Monday–Friday, 10:00 AM – 6:00 PM IST **Support schedule (USD customers):** Sessions scheduled upon request (IST-aligned slots available)

Response SLA: Starter & Growth — within 1 business day · Scale — same business day for critical launch blockers

Starter Guided Launch — scope

Best for: Single-location businesses getting live on Reputify.

Deliverables

1. **Reputify workspace setup** — account, billing profile (incl. GST check for INR), user configuration
2. **Google Business Profile** — connect Google account, map location, verify review sync
3. **GBP branding basics** — logo, category, hours, phone, website; NAP consistency check
4. **Review sync validation** — confirm reviews appear in inbox; walkthrough
5. **Review generation** — 1 campaign configured + test send (email channel on Starter)
6. **Training** — 1 × 60-minute live session (inbox, replies, campaigns, basic dashboards)
7. **Go-live sign-off** — completed checklist (Starter section below)

Prerequisites (customer)

- Reputify workspace (trial or paid)
- Google account that manages the GBP listing
- Logo file and accurate business information
- Point of contact available during agreed support times

Out of scope (Starter)

- More than 1 location (Growth or location add-on)
 - WhatsApp / Meta setup (Growth+)
 - Competitor benchmarking (Scale)
 - Ongoing review responses, ORM, paid ads, fake reviews
 - 24x7 or weekend support
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Growth Guided Launch — scope

Best for: Growing teams rolling out across a few locations.

Deliverables

1. **Everything in Starter** — for up to **3 locations**

2. **WhatsApp / Meta Business assist** — Embedded Signup walkthrough, template approval follow-up, test send
3. **Team setup** — invites and roles for up to 3 users
4. **Alert rules** — negative reviews / focus areas configured
5. **Review generation** — 2 campaigns + test sends
6. **In-store QR / short link** — for front-desk review requests
7. **Training** — 1 × 90-minute live session (inbox, AI replies, campaigns, alerts)
8. **Day-7 check-in** — async or 30-min call during launch window
9. **Go-live sign-off** — Growth checklist below

Prerequisites (customer)

- Growth plan (or intent to subscribe)
 - GBP access per location
 - Meta / Facebook admin login for WhatsApp
 - WhatsApp Business number (existing or dedicated line)
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Scale Guided Launch — scope

Best for: Brands and networks needing benchmarking and executive reporting.

Deliverables

1. **Everything in Growth** — for up to **10 locations** (quote beyond)
2. **Competitor benchmarking** — 3–5 competitors added; baseline comparison walkthrough
3. **Executive analytics** — dashboard, exportable reports, advanced alert routing
4. **Review generation** — 3 campaigns across locations or segments
5. **Response playbook** — 3–5 approved negative-review starter templates
6. **Training** — 2 × 90-minute sessions (operations + analytics)
7. **Day-7 and Day-30 check-ins** during launch window
8. **Go-live sign-off** — Scale checklist below

Prerequisites (customer)

- Scale plan (or intent to subscribe)
 - Location roster (up to 10) with GBP owners
 - List of 3–5 competitors for benchmarking
 - Executive stakeholder for analytics session
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Optional add-ons (separate one-time fee)

Quoted after discovery if you need more than your tier includes.

Add-on	INR (excl. GST)	USD (excl. tax)
Extra location setup	■2,499	\$39
Extra review campaign	■1,499	\$29
Extra live training (60 min)	■2,999	\$49

Global exclusions

Guided Launch covers **setup, configuration, and training** only. It does **not** include:

- Ongoing review responses on your behalf
- Paid advertising, ORM, or fake reviews
- Legal disputes or Google/Meta appeals beyond guidance
- Custom software development or API integrations
- On-site visits (remote implementation only)
- Work beyond included hours without an add-on quote

Google and Meta perform their own verifications (GBP, WhatsApp templates). We guide you through the process; platform timelines apply.

Frequently asked questions

Is Guided Launch required? No. Self-serve trial and documentation are always available.

Is it a subscription? No. One-time professional services fee, separate from SaaS billing.

When does the 60-day window start? On kickoff date, after payment—not when you start a trial.

Do training and campaign setup count toward included hours? Yes. All implementation activities during the window count toward the hour cap (INR). USD hours are agreed upon request.

Can I pick a different Guided Launch tier than my subscription? Possible, but we recommend alignment. We confirm on the discovery call before payment.

Agreement summary (Professional Services Terms)

This section summarizes the legal terms for Guided Launch. The **full** Professional Services Terms are published at reputify.app/legal/professional-services. Your **Reputify subscription** remains governed by the Terms of Service.

What you are agreeing to

By **paying the Razorpay payment link** or **confirming your order in writing** (including email), you agree to:

1. This scope document (**version 1.1**) for deliverables, packages, and checklists
2. The Professional Services Terms for legal terms
3. The Terms of Service for your ongoing use of the Reputify SaaS product

If this summary and the full Professional Services Terms differ on legal matters, the **Professional Services Terms** prevail. If this scope document and the PS Terms differ on **deliverables or package details**, **this scope document** prevails.

Payment and kickoff

- Guided Launch is **optional** and billed **once, separately** from your subscription
- Payment is via Razorpay (or another method we specify); Razorpay issues your tax invoice (e.g. GST for INR)
- Implementation starts only **after payment** and **scheduled kickoff**
- Prices in this document are **exclusive of tax** unless stated otherwise

Launch window and included hours

- **60 calendar days** from kickoff date (not from trial sign-up)
- **Included hours** cover all setup work during the window—including **live training**, campaign configuration, and calls
- **INR**: capped per tier (5 / 8 / 12 hours for Starter / Growth / Scale)
- **USD**: hours and sessions **upon request**, as agreed at discovery
- **Unused hours do not roll over** after sign-off or when the window ends
- **INR support**: Mon–Fri, 10:00 AM – 6:00 PM IST · **USD**: scheduled upon request

Your responsibilities

You will provide timely access to Google, Meta, and Reputify accounts; accurate business information; a designated point of contact; and approval of configurations and test sends. Delays from missing access or information may use included hours without extending the cap.

Refunds and cancellation

Timing	Policy
Before kickoff	Full refund if you cancel before kickoff and we have not begun substantial preparatory work
After kickoff	Fees are non-refundable once kickoff occurs or substantial work has begun

Timing	Policy
Subscription	Cancelling Guided Launch does not cancel your Reputify subscription

Third-party platforms

We do **not** guarantee Google or Meta verification, WhatsApp template approval timelines, API availability, or specific business results (reviews, ratings, revenue). We provide configuration guidance only.

Limitation of liability and governing law

- Our liability for Guided Launch claims is limited to the **Guided Launch fees you paid** for that order (subject to applicable law)
- These services are provided remotely; **no on-site visits** unless separately quoted
- **Governing law:** India · **Jurisdiction:** Bengaluru, Karnataka (unless mandatory law requires otherwise)

Acceptance

Field	Value
Customer / business	
Package ordered	Starter / Growth / Scale Guided Launch
Accepted by (name)	
Acceptance method	Payment link / email confirmation
Date	

Go-live checklist — Starter Guided Launch

Complete at sign-off. Reputify marks **Owner** or **Reputify** where applicable.

Account & billing

- Email verified (Owner)
- Business profile complete (Owner / Reputify)
- Billing profile & GST details correct — INR (Owner / Reputify)
- Notification preferences set (Reputify)

Google Business Profile

- Google account connected (Owner / Reputify)
- Location mapped to GBP listing (Reputify)

- Review sync enabled and verified (Reputify)
- Historical reviews visible in inbox (Reputify)
- Logo, category, hours, phone, website updated (Owner / Reputify)
- GBP verification guidance provided if pending (Reputify)

Review generation

- 1 campaign configured (Reputify)
- Test send completed to owner-approved contact (Reputify)
- Owner knows how to send review requests (Training)

Training & handoff

- 1 × 60-min training completed (Reputify)
- Go-live summary email sent (Reputify)

Sign-off

Field	Value
Business name	
Package	Starter Guided Launch v1.1
Kickoff date	
Sign-off date	
Reputify owner	
Customer signatory	

Go-live checklist — Growth Guided Launch

Includes all Starter items for **each location** (up to 3), plus:

Multi-location

- Up to 3 locations added and mapped (Reputify)
- Sync verified per location (Reputify)

WhatsApp / Meta

- Meta Embedded Signup completed (Owner / Reputify)
- WhatsApp connected in Reputify (Reputify)
- Review-request templates submitted (Reputify)

- Templates approved by Meta (Owner / Meta timeline)
- WhatsApp test send completed (Reputify)

Team & alerts

- Up to 3 team members invited with roles (Reputify)
- Alert rules configured for negative reviews (Reputify)

Review generation

- 2 campaigns configured + test sends (Reputify)
- In-store QR / short link provided (Reputify)

Training & check-in

- 1 x 90-min training completed (Reputify)
- Day-7 check-in completed (Reputify)

Sign-off

Field	Value
Business name	
Package	Growth Guided Launch v1.1
Locations covered	
Kickoff date	
Sign-off date	
Reputify owner	
Customer signatory	

Go-live checklist — Scale Guided Launch

Includes all Growth items for **each location** (up to 10), plus:

Portfolio rollout

- Up to 10 locations onboarded (Reputify)
- Phased rollout documented if applicable (Reputify)

Competitor benchmarking

- 3–5 competitors added (Reputify)
- Baseline comparison reviewed with customer (Reputify)

Executive & analytics

- Executive dashboard walkthrough completed (Reputify)
- Export / report workflow demonstrated (Reputify)
- Advanced alert routing configured (Reputify)

Review generation & playbook

- 3 campaigns configured + test sends (Reputify)
- Negative review response playbook delivered (Reputify)

Training & check-ins

- Session 1 — Operations (90 min) completed (Reputify)
- Session 2 — Analytics (90 min) completed (Reputify)
- Day-7 check-in completed (Reputify)
- Day-30 check-in completed (Reputify)

Sign-off

Field	Value
Business name	
Package	Scale Guided Launch v1.1
Locations covered	
Kickoff date	
Sign-off date	
Reputify owner	
Customer signatory	

Document control

Version	Date	Changes
1.0	2026-05-24	Initial Guided Launch scope, packages, add-ons, and go-live checklists

Version	Date	Changes
1.1	2026-05-25	Added Agreement summary (Professional Services Terms); legal cross-links

Full legal terms: Professional Services Terms · Terms of Service (SaaS)

Joyful Designs · Reputify · reputify.app