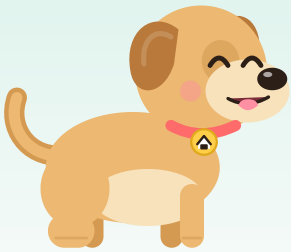
RuffHub

Business office guide

For business owners and office staff: customers, schedule, team, emails and money.



Getting started

This guide is for the **owner and office staff of a pet business** using RuffHub. Administrators can see and change everything. Your coaches and customers have their own, simpler views, covered in their own guides.

Your first day

1. Open the email from RuffHub, or the success screen after you signed up, and press **Choose my password**. Choose a password of at least 10 characters. The link works for 7 days.

2. Sign in any time at `https://your-name.ruffhub.com/app/`. Save it as a bookmark and add it to your phone's home screen.

3. Open **Menu → Get started guide**. It lists ten steps and ticks them off as you go: business details, logo, services, team, bring your data, first visit, reminders, customer portal, payments and the local community. You can skip any step and come back later.

Lost your link? Go to the sign-in page and press **Forgot your password?**. A new link arrives by email. The platform owner can also make you a new invite link.

Signing in and out

- Go to `/app/` on your business address. Type your email and password and press **Sign in**. There is a **Show password** tick box.
- Administrators land on the **Schedule**. Coaches land on **My Day**.
- On computers, you are signed out automatically after a period with no activity (30 minutes unless set otherwise). Phones and tablets stay signed in.
- To sign out, open **Menu** and choose **Sign out**.

The **Menu** (top of every page) is how you reach everything below.

Business settings, logo and services

- **Business settings**: your name, contact details and kind of business. They appear in customer emails, the customer portal and your office pages in place of the built-in defaults. Leave a box empty to use the default shown under it.
- **Services** (for businesses with a services menu): what you offer, how long each takes and what it costs. When you book a visit you tick the services, and the length and price add up for you. Prices and times are per pet unless you tick **Flat price**.
- **Release form wording**: paste the exact wording of each section of your release form. Customers see it word for word and each signed form keeps a copy of exactly what that customer agreed to.

Your team: staff, coaches and van phones

Open **Menu → Staff**. There are three kinds of login:

Kind	What they can do
Administrator	Everything in this guide.
Coach	Signs in on their own phone to see their schedule and hours. Can clock in and out, update dog and customer notes and record visits. (Coach means the person who does the visits. A groomer's screens say groomer, a walker's say walker.)
Van phone	A phone that stays signed in and shows that van's day, whoever is working it. A "Who is clocking in?" choice lets several people use it.

Adding someone

1. On the Staff page choose the form for a coach (name, email, phone, address), a van phone (choose the van, name, email) or an administrator.
2. Press save. For a coach or van phone you get an **invite link**. Press the invite button on their row at any time to get a fresh one. Copy it and text or email it to them.
3. They open the link, choose a password of at least 10 characters and are signed in. Next time they sign in at `/app/`.

- **Change to coach / Change to administrator** switches their role. They are signed out and sign in again.
- Each day, assign a coach to a van on the schedule. A coach with no van that day sees "No van is assigned to you for this day yet".

Hours, visits and mileage

- **Time clock**: hours are clock-out minus clock-in, less 30 minutes when lunch was taken. Tap an entry to correct it.
- **Visit times**: when each coach signed in and out at each stop.
- **Mileage**: odometer readings the coaches enter at the start and end of the day and on arrival at each stop. Miles between stops are worked out for you.

- **Location tracking**: shows each van on the schedule map. A van's location is recorded only while a coach is clocked in on it. Tell your coaches about this.
- **Fuel prices**: prices reported by people filling up, shared with every business. Add one each time you fill up.

Customers and their pets

Adding customers

- Add them one at a time on **Menu → Customers**.
- Or use **Bring your data** to import your customers, their pets and your visit history from your current system. Nothing is sent to your customers, and you can undo any import. The page has export steps for the common systems.
- Customers with no visit in 6 months are marked **Inactive** automatically, and become **Active** again when a visit is booked.

Giving a customer their portal login

1. Open the customer. Their profile says either **Portal account active** or **Portal invite not accepted yet**.
2. Press **Send invite link** (or **Send password reset link** if they already have an account). They get an email with a link.
3. They choose a password and are in. See the Customer guide for what they see.

- **Portal features for this customer** (on their profile) hides or shows a feature for just that customer. **Features** in the menu turns a feature on or off for everyone.
- **View as customer** on a profile shows you exactly what that customer sees.
- Pet records include notes, vaccines (rabies date), weight history, medical concerns, bite risk and birthday. These show on the coach's phone.

The schedule and booking visits

- **Schedule** is your home page. It shows the day by van and coach.

- **Calendar**: click an empty spot to book a new visit at that time. Drag a visit to a new time or day (computer or tablet), or tap a visit to move it. Dashed green boxes are open gaps between a van's visits.
- **Find a time**: type the customer's zip code to see the best days and times over the next 30 days, such as spots right before or after a van already has a customer nearby. Tap a date to start booking it.
- **Rebook regulars**: copy a stretch of the schedule that already happened into new weeks. Everyone with visits in the "copy from" weeks is listed with their usual days and times. Tick the ones who want the same again and rebook them in one tap.
- **Time blocks** are for internal jobs such as cleaning, maintenance and errands, with no customer and no fee.
- Customers who want a different time cannot reschedule in the portal. They contact you, and you move the visit.

Emails, reminders and marketing

- **Appointment emails**: automatic emails about visits (booking, 3-day, 24-hour and thank-you). Each one is off until you turn it on and save. Customers only receive them if they have an email address and have not unsubscribed. Nothing is sent between 9 PM and 7 AM.
- **Rebooking reminder**: when a coach signs out of a visit that is not part of a block, the customer gets a reminder to book again, unless they already have a later visit or have emails turned off.
- **Email customers**: send an announcement or promotion. Only customers whose **OK to email** is on get it, and every email has an unsubscribe link. Use `{first_name}` to greet each person by name.
- **Rabies reminders** and **Dog birthdays**: lists for dog businesses of vaccines expiring and birthdays coming up.
- **Marketing**: ready-made emails, video scripts, printed pieces, social posts and search help written from your own business details. Use them as a starting point.
- **Videos**: upload short videos or paste a YouTube or Vimeo link. Customers watch them in the portal under **Training and advice**. You can limit a video to chosen customers.
- **Challenges** and **Customer love**: customer loyalty challenges, leaderboards and the ratings customers send after visits.

Payments, invoices and reports

RuffHub **keeps the record** of what each customer paid. Your own card reader or payment app (Square, Stripe, PayPal, cash) **moves the money**. Customers cannot pay in their portal yet.

1. The coach records what was collected at the visit (**Collect payment on site**).
2. **Ready to invoice** lists completed visits with what was collected and notes about last-minute changes. Build each invoice in QuickBooks, apply the payment, then tick **Invoiced** to remove it from the list.
3. **QuickBooks**: download invoices or payments as a file and import it into QuickBooks Online. Nothing is sent to QuickBooks automatically.
4. **Reports**: completed visits and money collected, by van and by coach.

Taking payments in the menu explains how to use your payment app together with RuffHub so every dollar shows in your reports and books, and warns how to avoid counting money twice.

Plan, billing and your free trial

- **Plan and billing** shows your plan, your trial's last day and how to subscribe. Every feature is open during the trial.
- Tools your plan does not include show a lock in the menu until you upgrade.
- Questions about billing go to the RuffHub owner.

The local pet community

RuffHub businesses can appear in a nearby-business listing that customers see under **Learn and local** in their portal. Use **Menu → Features** and your business settings to control what is shown. The platform owner can allow or block your listing, and a **Featured** listing appears first. Neighbors recommend neighbors.

Getting help and suggesting changes

- **Suggest a change** in the menu sends your idea or problem straight to the RuffHub owner.
- **Speed check** shows how fast the server is answering. If a number looks bad, send a screenshot.
- If a page looks out of date, refresh it or open it in a private window.
