



Case Study: TruAssets

Reduced training administration time by 50% with the Mindflash Salesforce App



About the Organization

TruAssets, LLC is a regional property preservation company that offers property preservation services for pre foreclosure, REO (real estate owned) and vacant properties. They have a large team of dedicated Account Managers experienced in the property preservation business. TruAssets strives to hire the best contractors in the industry, and to give them thorough training before they head out to client properties.

Situation

TruAssets' business model requires accountability. Property preservation can have a positive impact on neighborhoods and commercial areas -- if the process is completed correctly. Property Preservation Training and Recruiting Manager Tamara Cruse was tasked with unifying and tracking training for a host of contract vendors, and creating a culture of internal training at TruAssets. It was also a requirement that all of their internal and external training be tracked and managed in Salesforce, their CRM platform.

Before Mindflash, TruAssets' workforce of contract employees and vendors were all trained through ride alongs and several different websites depending on the certifications required. Tracking these vendors was a manual process which was placed on an excel spreadsheet. Internal training and onboarding before Mindflash was ad hoc and untracked. This process lacked scalability, and could not meet the training needs of TruAssets' growing workforce

Solution

TruAssets evaluated 8 LMS platforms and selected Mindflash because it was an easy-to-use solution for both vendor and internal onboarding and training. The two major components in their evaluation process were Salesforce integration and quiz customization. Utilizing Mindflash's integration with Salesforce, they could track, manage and measure training for hundreds of vendors and maintain training records for all of them. Additionally, Tamara was able to create internal training for TruAssets so that every new employee in every branch of the company received the same training, and were able to go into their jobs with a better understanding of the company's culture and work style.

Utilizing Mindflash's robust quiz engine, TruAssets can now offer very specific training requirements for vendors, automatically score them, log their results in Salesforce, and keep a consistent record of their testing and certification histories. "We are able to track and report in Salesforce, and I can now report efficiently. I have full accountability that is one click away," said Tamara.

Results

By implementing Mindflash's LMS for Salesforce, TruAssets has reduced their onboarding costs per vendor by 10% - a substantial number considering the large fleet of contractors that they take on over the course of a year. The number of follow ups for external vendors has decreased significantly, allowing them to take on new jobs rather than go back and fix existing work.

Tamara and her team have also created a culture of training at TruAssets that did not exist before. Internal onboarding time has been reduced by 1 week or more, allowing new employees to produce faster results. Administration time for external training has been cut in half, and reporting results is now easy with Salesforce's industry-leading reporting engine.

Speaking about the training ROI, Tamara said, "The Mindflash LMS for Salesforce is reliable and worth the money. You can make it your own and you have built in help."

TruAssets continues their rapid growth plan, and will utilize Mindflash along the way to further improve vendor accountability, increase compliance with customers, and onboard internal employees into a culture of training.

Get started today.

Call us at 1.877.771.1900 or email sales@mindflash.com and one of our training specialists will help you quickly launch your program!