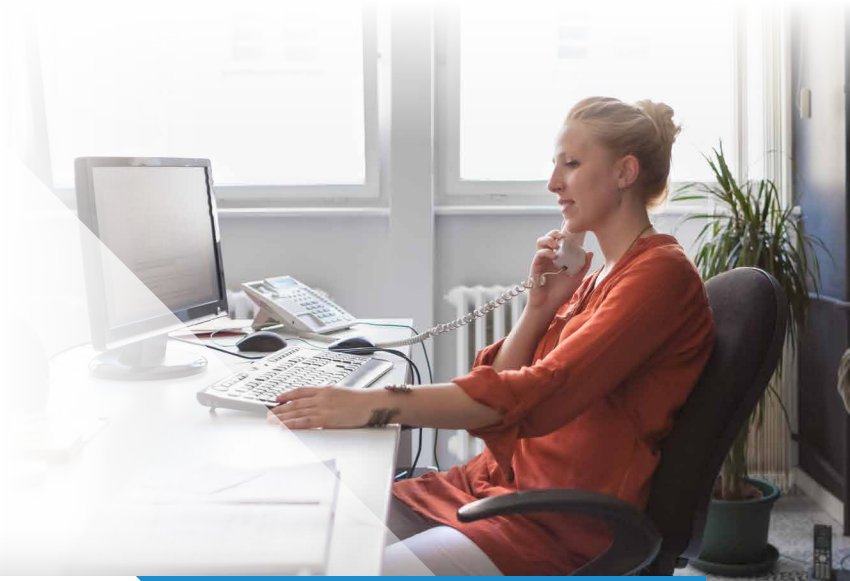


MINDFLASH CASE STUDY: TRUASSETS



Salesforce Integration for Contract Inspectors



Overview

Situation:

TruAssets needed a more efficient, effective way to train contract vendors.

Solution:

Salesforce integration, trainee assessments and business analytics.

Results:

Administrative costs down 50%. Onboarding costs down 10%.

With Mindflash we are able to efficiently track trainee progress and generate reports in Salesforce. I have full accountability that is one click away.

Tamara Cruse

Property Preservation Training
and Recruiting Manager
TruAssets

Situation

TruAssets, LLC is a fast-growing regional property preservation company that offers services for pre-foreclosure, REO (real estate owned) and vacant properties. The company deploys thousands of inspectors to assess properties nationwide, most of them contractors. TruAssets strives to hire the best contractors in the industry, and to give them thorough training before they head out to client properties.

TruAssets' business model requires accountability. Property preservation can have a positive impact on neighborhoods and commercial areas – if done right. The company's Property Preservation Training and Recruiting Manager Tamara Cruse was tasked with unifying and tracking training for a growing base of contract vendors. A requirement was that all external training be tracked and managed in Salesforce, the company's CRM platform.

Before Mindflash, TruAssets' workforce of contract employees and vendors were all trained through in-person field training and several different websites depending on the certifications required. Tracking contract vendors was a manual process managed on spreadsheets. The process lacked the scalability needed to meet the training needs of TruAssets' growing workforce.

Solution

TruAssets evaluated eight learning management solutions and selected Mindflash as the easiest to use for contractor onboarding and training. Two major reasons TruAssets chose Mindflash were its deep Salesforce integration and flexible trainee assessment features.

Because Mindflash is integrated with Salesforce, TruAssets is now able to track, manage and measure training for hundreds of contractors much more quickly and with greater accuracy. Course and trainee metrics are automatically correlated with real-time business metrics such as contractor work quality, jobs completed, and repeat visits required, as well as revenue, cost, and profitability.

With the trainee assessment capability in Mindflash, TruAssets can now deliver quizzes at any point in the training, automatically score them, log their results in Salesforce, and keep a consistent record of all trainees' testing and certification histories.

By implementing Mindflash, TruAssets training has reduced its overall administrative costs by 50 percent and cut onboarding costs by 10 percent. Contractor performance and productivity have both improved as the number of follow-up calls has decreased significantly, allowing inspectors to take on new jobs rather than redo existing work. As a result, there has been a positive impact on revenue and profitability.

TruAssets continues their rapid growth plan, and will utilize Mindflash along the way to further improve contract vendor training and accountability.

Results



Overall administrative costs down 50%



Onboarding costs down 10%



Contractor performance and productivity up

Questions? Call us at [+1.877.771.1900](tel:+18777711900)