



# Babierge

## About Babierge

Babierge is an on-demand baby equipment rental company serving traveling families and local grandparents. They have Trusted Partners around the country who leverage Babierge to launch entrepreneurial careers by renting baby equipment in local markets.

## Challenge

Before Northpass, Babierge was using a website to send onboarding materials to their partners. The process was useful in challenging them to document all relevant partner information but didn't foster engagement and was expensive to manage. With their growing partner base, Babierge needed to onboard their partners in a manner that was engaging, trackable and scalable.

## Solution

From their very first interaction with Northpass, they found our team to be understanding of their needs and quick to respond to their inquiries. They viewed Northpass' pricing as extremely conducive to growth and scale while allowing them to train partners to high standards. Trish McDermott, Babierge's VP of Communications & Community had this to add:

"We are especially pleased with the many ways Northpass allows us to present information—quizzes, visuals, manuals, downloads, etc. These features make for very clear presentation of large amounts of information."

## Results

Northpass has enabled Babierge to better ensure candidates meet all training requirements. This includes passing detailed tests on safety topics, which are vital in assuring all baby gear rentals are safe. Equipped with information that is both accessible and relevant, partners are able to exceed customers' expectations on every baby gear delivery.

Operationally, Babierge has been able to onboard partners more quickly and spend significantly less time on reactive support. According to Adam Heymann, Babierge's Marketing Manager:

"We have a two-step application process that's gone from taking our partners two weeks to complete to three days on Northpass. As a result, our team is spending 75% less time on support. This has allowed us to focus more on recruiting new partners—something that's central to developing the business."