

SentriLock Technology Pivot: Virtual Onboarding Leads to Training Success

Overview

When the pandemic hit, businesses large and small had to quickly adapt and decide how to maintain workflows while adjusting to the new realities. At SentiLock, a leading provider of electronic lockboxes for the real estate industry, this meant changing the implementation process for customers from in-person to virtual.

Challenge

Training for new users of the [SentriGuard® lockbox](#) had always taken place, in-person, at real estate Associations across the country. Training was coordinated with Associations and their members and was offered weekly, Monday-Friday. A SentriLock representative would be on-site, typically 3-5 days during the week, hosting training sessions. As businesses began to shut down during the pandemic, SentiLock had to quickly determine how to onboard new users, while continuing to offer a high-level of customer service and training.

Solution

At the height of the pandemic the housing industry was booming, resulting from low interest rates and higher home prices. Agents were busier than ever and the need for reliable tools to manage their business escalated in importance. It was obvious that a shift from in-person to online agent training was imperative as many Associations were continuing to switch over to the SentriGuard® lockbox. As a result, SentriLock quickly developed a remote training option over Zoom, providing Associations with options to connect for onboarding throughout the week. SentriLock then pivoted to a calendar model, offering live, virtual training sessions across all products, allowing for flexible training options across the board, not just for those onboarding. A [self-guided training](#) option, [how-to videos](#), and an [App school](#) make up a [resource bank](#) that is available for agents to learn on-demand at any time.



Results

Virtual, online training is now an integral part of the onboarding process for SentiLock. Training modules are revised as products are updated with the latest and greatest features. Associations and agents have a resource at-the-ready, anytime it is needed. Whereas previously, onboarding and installations were all in-person, now between 75%-80% are virtual, providing both convenience and efficiency for Associations and their members. Virtual learning is a sign of the times, where on-demand is a must-have for REALTORS®. SentriLock continues to work with Associations to best accommodate their changing needs and busy schedules.