



SUCCESS STORY

Custom Content Pushes Training to New Heights

How Busboom Group transformed their training — improving efficiency, experience, and engagement.

OVERVIEW

From the beginning, the Busboom Group has embraced a strategic philosophy that “change is the only constant.” Holding firm to that belief has made them forward-thinking and committed to constant improvement, attracting top talent that aligns with their corporate culture and business mindset.

Although initially focused on smaller in-fill apartments, they moved their headquarters from Denver to Dallas in 2012. And with that move, they also shifted their business focus toward larger deals that “fully leverage[d] the efficiencies of their operating platform.”

While the scope of their business has changed, one thing hasn't: their commitment to developing robust processes within a cloud-based platform to support and grow a highly skilled and well-trained team.

CHALLENGE

Busboom has consistently recognized and understood the importance of impactful training. However, as employees' needs changed, they began to see the deficit in continuing with their current training model.

COMPANY PROFILE



Busboom Management Group

Industry: Multifamily Property Management

Unit Count: 2,641

Headquarters: Dallas, Texas

Years in Business: 18

Number of Employees: 40

Four primary challenges ultimately emerged, prompting Busboom leadership to begin charting a course toward something more innovative. Those challenges included:

- In-person training was the only option.
- Training methodology, primarily PowerPoints, had become stale and outdated.
- Regional managers (who conducted the training) were pulled from their teams, leaving voids in support.
- Gaps in knowledge retention were becoming apparent.

Busboom's challenges are common for companies of all shapes and sizes: multi-day, in-person affairs using outdated — and ineffective — training methods.

And while Busboom had attempted some workarounds using cloud-hosted videos, those lacked engagement and accountability. Fortunately, the team at Busboom didn't have to look too far for a solution.



SOLUTION

Busboom has been a Grace Hill client since 2015, but they had only utilized Vision, one of Grace Hill's Learning Management Systems, for compliance training. However, Grace Hill's custom content options piqued their interest, and they realized it might provide a simple solution to their training dilemma.

"Initially, we were thinking of housing all the training videos on the cloud and having team members access them via a link," said Julia Balmaceda, Busboom Group's Human Resources Manager. "However, there was no real way of knowing if team members were truly viewing the content and absorbing the information."

Grace Hill's Vision was already being used company-wide with great success, but they had never utilized the Custom Course feature. Having the option to customize content was a huge draw.

So, Busboom decided to try the Custom Course feature. "Because employees were already familiar with the system from using it to take their compliance courses, the transition was incredibly easy," said Julia. "We have now moved our entire training into the Custom Course and have also created quizzes to ensure knowledge retention."



RESULTS

The results were almost immediate, with increased efficiency, productivity, and convenience quickly realized. Standardization coupled with customization greatly enhanced every aspect of their employee training, but specifically in three areas:

Employee engagement: Busboom ditched their PowerPoints for videos, quizzes, and other training materials with engaging, interactive content to ensure knowledge sticks.

Increased efficiency: Because training is now online, self-paced, and readily available, employees get the training they need when they need it, and regional managers can remain in the field focused on supporting their teams.

Elevated training experience: Standardizing their training allows Busboom to ensure everyone receives the same information, regardless of location or schedule. And having the ability to create customized content has been a game changer, specific to their employee needs and corporate desires.

"The process of creating custom courses is very intuitive and easy to follow," says Julia. "And for those already using Grace Hill's Vision, there's no learning curve. It works just the same but with your own customized content!"

Grace Hill has helped Busboom transform their training. The customized content and video resource assets have improved employee engagement and knowledge retention, making the entire process more robust, efficient, and effective.

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Being able to have a video library for team members to review anytime they need has been very convenient and saves time, and now we don't have to pull regional managers away from other important responsibilities.”



Julia Balmaceda

HR Manager, Busboom Group

Are you ready to take your training to the next level?

Learn how Grace Hill can elevate your employee training!