

# Compass Increases Product Adoption and Scales Learning Across More Than 18,000 Agents

## INTRODUCTION

As the United States' **largest independent real estate brokerage**, Compass was founded in 2012 with one vision in mind: To build an end-to-end platform that helps real estate agents grow their businesses and better serve their clients. Through the creation and launch of its proprietary platform, Compass is taking lessons learned from the solutions-driven world of startups and blending it with a level of sophistication that customers have come to expect from professionals assisting in their household's largest purchase decision.

With more than **18,000 agents across 165+ U.S. cities**, Compass' mission is to improve the home buying experience so that everyone finds their place in the world with less friction.

To deliver on this ethos, Compass knew it had to take its agents' learning-powered initiatives to the next level. The catch? Getting there would require greater adoption of its own platform. Additionally, because of Compass' exponentially increasing headcount, it needed a solution that could scale alongside its rapid growth. And, it had to be implemented in weeks.

**Enter Northpass.**

## COMPASS



## THE CHALLENGE

Compass' platform originated from the thinking that there was an opportunity to leverage **the power of technology to change** the way real estate agents work. Traditionally, the industry was known for an onslaught of bottlenecks that largely consisted of manual work and processes. This spanned everything from writing contracts to doing property research, day in and day out. While a variety of technology solutions emerged, agents found themselves logging in to upwards of 10 different platforms to do their work with no one integrated solution.

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**One of the reasons why I joined Compass in 2015 was because of its vision to take technology and make it work for agents. Having been a real estate agent myself, I know firsthand the gaps that existed.**

– **Damaris Troche**, Compass Program Manager

**From the outset, Compass' primary goals have been rooted in empowering its agents to:**

- 1** Grow their individual businesses
- 2** Give them the tools and knowledge necessary to exceed their clients' expectations.

To achieve these goals, Compass would need to continue to find ways for its agents to engage with and learn how to best take advantage of its platform in a meaningful way.

Before they partnered with Northpass, **Compass relied on in-person training** to educate their agents on the platform's feature set. They held weekly, live workshops covering different solutions as new features were pushed to production. Additionally, if an agent needed a little extra help, they could book one-on-one time with a product expert to walkthrough a topic of their choice (e.g., How to create a marketing brochure within the Compass platform).

When Compass began its rapid expansion though, this approach quickly saw demand outstrip supply. As the business scaled and added over 6,000 agents to the Compass team, this became a very real constraint.



The issue with in-person training is it just isn't scalable as a primary source of education. After our acquisitions, it was clear we needed a learning platform that could deliver an incredible experience for agents who liked to learn in a variety of ways.

– **Damaris Troche**, Compass Program Manager

In parallel, Compass found that many of their agents preferred the idea of learning on their own time as many agents work 7 days per week and often outside the typical Monday-Friday, 9:00 a.m. to 5:00 p.m. They often had questions over the weekend when staffing levels were lower.

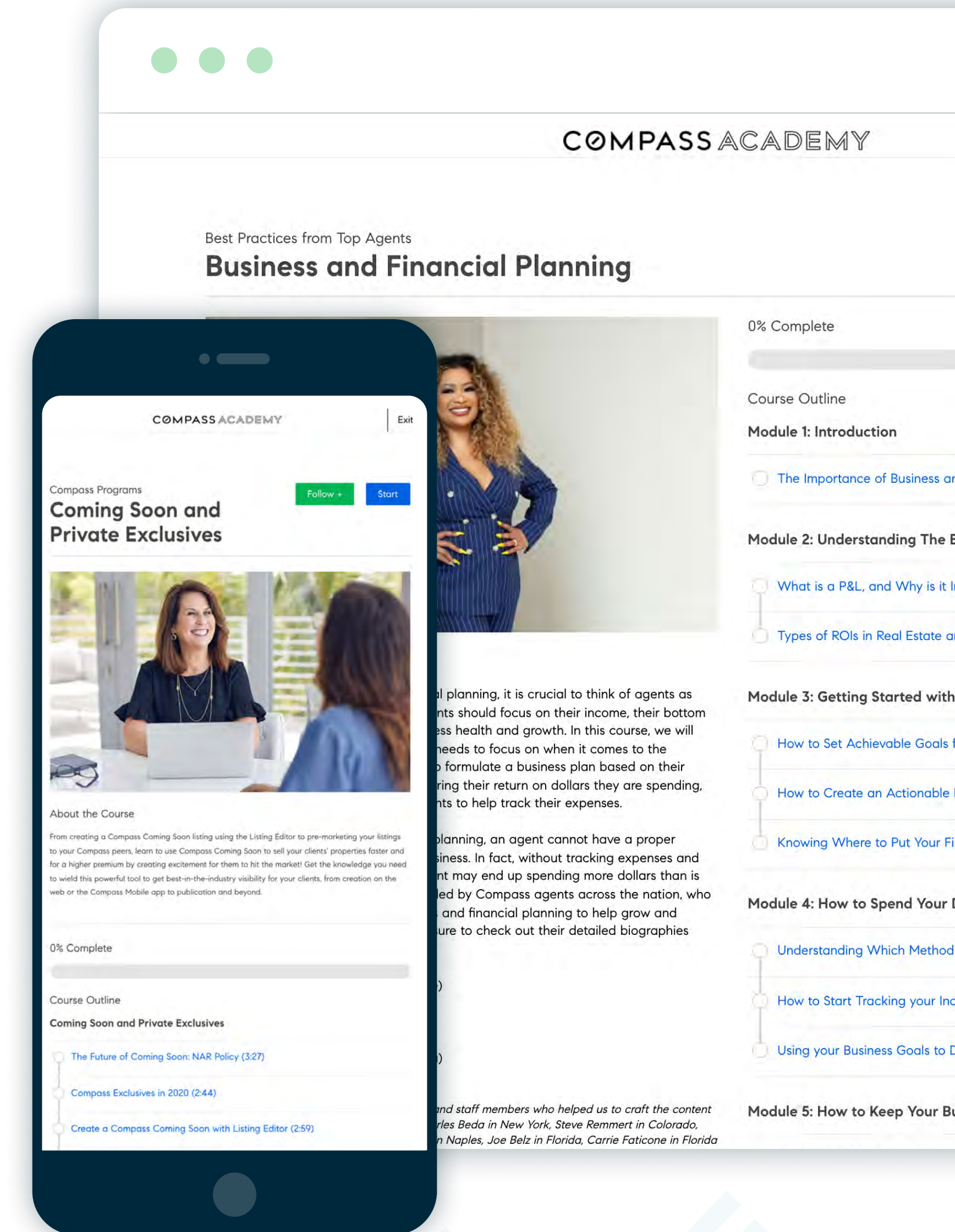
As Compass sought to address these challenges head on as well as build greater consistency in its training program, they knew they needed to make a change. Compass wanted to recast its learning initiative so it could scale alongside its business' growth, cultivate an academy that was always accessible for its non-traditional agents and maintain an evergreen source of content.

## THE SOLUTION

Serving as the backbone for the heralded Compass Academy, Northpass has provided the Compass Academy team with the platform and support to help build impactful, on-demand educational content for their agents. Now, agents in the field are learning more about how to grow their individual businesses, how to obtain more clients and how the Compass platform provides them with greater efficiencies.

“Now when agents schedule a meeting with a product expert, they get more value out of these sessions because the conversations have evolved from tactical, 101-level discussions to starting a dialogue about strategic approaches that can improve their business,” said Troche. “In-person training still happens, it just gets better now.”

Today, Northpass partners with Compass to deliver a learning platform to meet the needs of a fast-growing, real estate technology company. At the outset of its exhaustive search for a Software-as-a-Service- (SaaS) based learning solution, the Compass team curated a list of must-have traits.





**Ease of use** was paramount. The Compass Academy team knew that, ultimately, their resources to stand up and deploy this technology companywide would be limited. Because of this, the team made it a top priority to select a platform that did not require technical, developer-level resources to manage the platform. As Compass has a considerable catalog of courses for its agents, the team needed the flexibility to be able to hit the ground running, roll out courses as needed and minimize its time-to-value.

Troche notes, “Northpass offered the flexibility we were looking for. Now when I make changes to Compass Academy, the updates are seamless.”

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**A major differentiator that made a difference to Compass was that Northpass has the infrastructure and experience to lead us to deliver our agents a successful learning program.**

– **Damaris Troche**, Compass Program Manager

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Northpass’ **level of customization** was also a significant factor in Compass’ selection of Northpass. Compass did not want to redirect its agents to a traditional learning solution’s subdomain and simply add a logo to a rigid template, which would result in

a clunky, off-brand experience. It wanted to deliver training on the Compass website. As a cutting-edge company that wants to evoke a certain level of sophistication as its clients are making their largest purchase, Compass’ look and feel is very important.

Close enough wasn’t an option. Experience the [Compass Academy](#) to see what a truly cohesive experience looks like.

One key criteria that Compass prioritized in its selection process was the level of **customer support**. As the creation of an academy was a new endeavor for Compass, it needed a partner that would serve as an expert on demand. Northpass was able to provide that guidance both as a trusted advisor for strategic decision making, and on a tactical level, which allowed the Compass team to focus on more pressing issues (e.g., Delivering engaging, valuable content).

“We quickly realized that launching an academy was a major undertaking with the potential to have a major impact on our agents’ businesses. This required assistance from an attentive partner.

**Working with Northpass, we’ve been able to help our agents achieve great results, said Troche. My favorite part about working with the [Northpass] team is the people. Their customer service is fantastic.**

– **Damaris Troche**, Compass Program Manager

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Lastly, Compass needed its academy to be **implemented fast**. With less than one month’s time before the deadline of its public reveal, the team required a solution that could be stood up, running and optimized in weeks — not months.



## THE RESULTS

In 12 months Compass has seen its learning program take off and deliver business impact in ways it had not previously considered. After engaging with Northpass, Compass' results include:

- 1** An average of 80% of agents who have taken a technology-focused course on Compass Academy go on to use the related product within 30 days of completion.
- 2** The immortalization of Compass' product experts' existing knowledge base, which has now been developed into courseware and delivered at scale to over 18,000 agents.
- 3** Improved product and feature launches that have become fully digitized, evergreen, and always accessible when an agent wants to learn in their own way or on their own time.
- 4** Improved agent satisfaction as an "always on" academy is at their disposal empower them in their pursuit to accelerate and grow their businesses.
- 5** Allowed Compass agents to share their best practices with agents across the industry to help all agents benefit.

**Being able to roll out products and features with a way for agents to learn as they go has increased the adoption of the Compass platform, said Troche.**

– **Damaris Troche**, Compass Program Manager

Unexpectedly, while the Compass Academy was conceived to assist with training agents in the field, it has led to a new discovery: The academy provides an opportunity for Compass to recruit more top-tier talent in the real estate field. In addition to doing 1:1 product demos, strategic growth managers are able to share academy content directly with recruits to let them explore the value Compass provides and to see how its platform can directly impact their businesses.

Now, the Compass Academy is a public-facing resource for real estate agents of all stripes.

"We didn't anticipate that the Compass Academy would become a marketing tool, however, given the value created for our agents in their learning journey, we were able to evolve the original use case," said Troche. "Northpass has allowed for that flexibility and we're exploring other ways we can continue adding value for our agents, who are our customers, through learning-powered initiatives."

