

CASE STUDY

Element Title & Escrow

How Element Title & Escrow Onboarded Quickly and Increased Productivity by 3x

ABOUT

Element Title & Escrow is a title insurance agency based in Henderson, Nevada, and conducts both residential and commercial closing transactions throughout the county of Las Vegas. Brian Bowers, Vice President of Element Title & Escrow, and his team made the switch to Qualia in the summer of 2020. Within 4 weeks, their team was fully onboarded to the Qualia Platform.

CHALLENGE

Prior to making the switch to Qualia, the Element Title & Escrow team experienced significant challenges with their previous title and escrow software. Some of those challenges included document creation, title policy generation, and time-consuming monthly reconciliations. This was because their previous software was complicated to use and wasn't integrated with other parts of their workflow. These factors contributed to Brian and his team's decision to find a new title and escrow platform that would allow their team to maximize their productivity.

“We were able to switch over to Qualia without missing a beat. The software is not complicated at all and it was so easy to onboard our team.”

—Brian Bowers, Vice President of Element Title & Escrow



INDUSTRY

Title Services

HEADQUARTERS

Henderson, Nevada

FOUNDED

2019

WEBSITE

elementtitle.com

ABOUT

Element Title & Escrow is based in Henderson, Nevada and serves the county of Las Vegas. Since they were founded in 2019, the Element Title & Escrow team has made it their mission to provide high quality service to their customers.



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SOLUTION

Brian and his team were determined to find a title and escrow software that would allow their team to heighten their efficiency while managing a large volume of closings. “When we watched a demo of Qualia, we instantly saw the ease of use of the application. It was so much less complicated than the other products out there. We knew that switching to Qualia was the right choice for our team,” Brian said about the first time he viewed the Qualia demo.

In addition to Qualia’s intuitive design, Brian’s team also benefited from a seamless onboarding experience aided by Qualia’s onboarding specialists, digital training platform, and the application of “power users” who championed the new platform.

DEDICATED ONBOARDING SPECIALIST

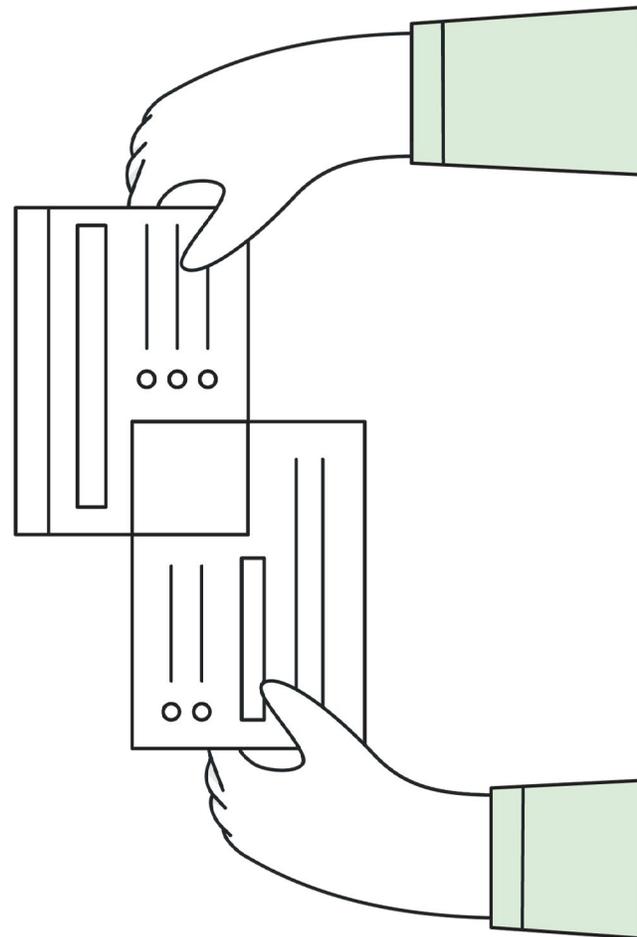
When a title and escrow company makes the switch to Qualia, they are provided with a dedicated onboarding specialist to guide them through the platform. Element Title & Escrow had regularly scheduled calls with their Qualia onboarding specialist to learn about the Platform as well as experiment with different approaches to configure the Platform to fit their needs.

QUALIA UNIVERSITY

In addition to working alongside a Qualia onboarding specialist, Brian shared that Qualia University was a vital tool in their successful transition to the Qualia platform. Qualia University is an on-demand training platform that provides 24/7 access for Qualia users. With in-depth training videos and quizzes to check for content mastery, users are empowered to take control of their training and learn at their own pace. After completing the courses in Qualia University, the Element Title & Escrow team was able to spend time with their onboarding specialist personalizing the Platform for their team’s specific needs.

“I went through all of the Qualia University videos and my team did the same. It helped us to develop a deep understanding of the Platform. It helped us to spend the time we had with our onboarding specialist asking questions and personalizing the Platform.”

—Brian Bowers, Vice President of Element Title & Escrow



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POWER USERS

Brian shared that the key to his team's successful onboarding process was to have at least one team member act as a dedicated "power user" on the Qualia Platform. Brian recommended that this dedicated team member act as the main point of contact for their Qualia onboarding specialist. The "power user" would be able to clearly ask and answer any questions with their onboarding specialist and could act as the in-house expert for their team.

“From my perspective, it helps tremendously to have someone be the power user. I was able to develop a strong understanding of the platform as our team's power user, so I could clearly explain any questions we had to our onboarder.”

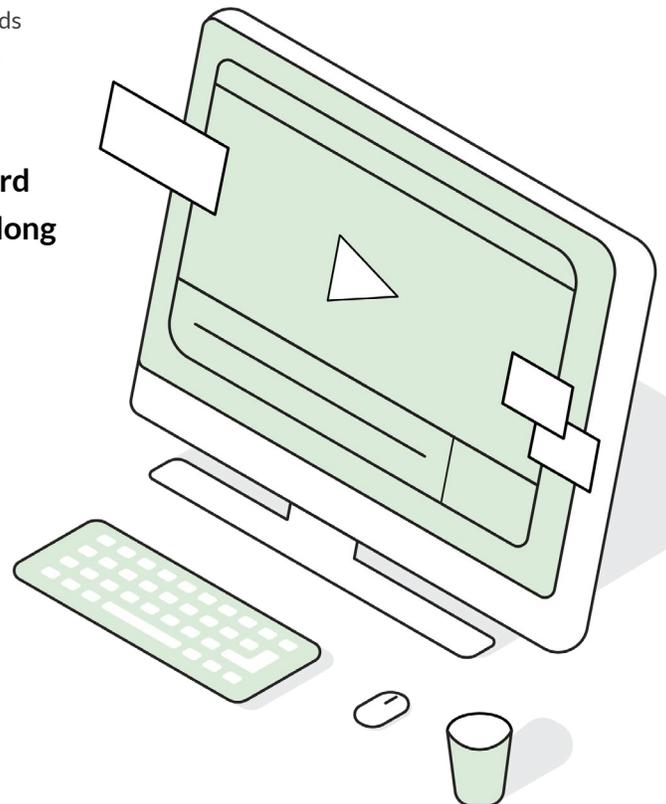
—Brian Bowers, Vice President of Element Title & Escrow

RESULTS

Upon making the switch to Qualia, Brian and his team were able to fully onboard in 4 weeks. Additionally, the Element Title & Escrow team has experienced a significant increase in productivity. Brian shared that their team is now able to produce title policies 3x faster than they could in their previous software and they have been able to streamline end-of-month duties, reporting 3x faster speeds when completing monthly reconciliations. Brian shared that this increase in productivity is a direct result of the onboarding process.

“Onboarding is critical. By taking the time to fully onboard to a new software platform, you'll set your team up for long term success.”

—Brian Bowers, Vice President of Element Title & Escrow



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