

SEPTEMBER NEWSLETTER 2015

# LEVERAGE ANALYTICS FOR YOUR ADVANTAGE

At SentiLock, we strive to provide exceptional customer service and superior products.

Beyond our state-of-the-art lockboxes and the technology that supports them, we offer an invaluable – though sometimes overlooked – benefit to our Customers. These tools come in a wide variety of metrics, analytics and visual data that provide vital insight into understanding your business, agents and SentiLock products and their usage.

By simply logging into the [SentiLock Lockbox Website](#), Administrators can view a variety of reports, with corresponding charts and graphs providing metric analytics. This data reveals a snapshot of system activities month-by-month and over the past year. It can be used for internal decision-making, training, comparisons, presentations and more.

Here is a brief description of some of the various reports available:

### BREAKDOWN OF ACCESS BY TYPE

This analysis shows how agents are opening SentiLock lockboxes: by SentiCard®, Bluetooth® access, the SentiSmart™ Mobile App or One Day Codes. Reviewing this data can help determine how agents are accessing lockboxes in your area. This report will also help you track the adoption of the SentiSmart™ Mobile App and the usage of One Day Codes.

### SPEED OF ACCESS REPORTING

This data set demonstrates speed of access reporting for a Customer compared to the national average. This information will help you analyze how quickly your listing agents are notified of a showing and can solicit feedback to help progress their sales process.

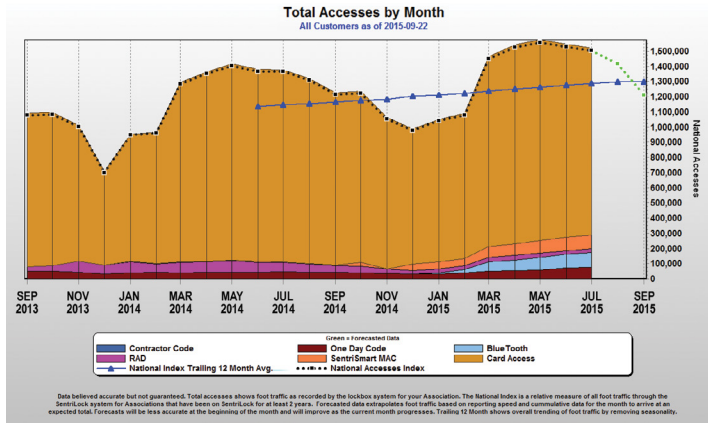
*\*This data and more is available to all customers at the touch of your fingertips! We encourage you to visit the [SentiLock Lockbox Website](#), look around and see how it can be beneficial to you and your business. Please do not hesitate to contact your CRM should you need assistance or have any questions.*

### AVERAGE SPEED OF ANSWER

This report details SentiLock’s customer service center’s average speed of answering calls. It is a phenomenal tool to track how quickly SentiLock is able to provide your agents answers when they call our support center.

### TOTAL ACCESSES BY MONTH

This set of data compares the total access by month. The National Association of REALTORS® uses it to compile a foot traffic report that predicts home sales for the next quarter. Examination of these numbers can lead to specific insights about trends in your area!



## COME VISIT OUR BOOTH

■■■■■  
**OCT**  
7-9

### Council of Multiple Listing Services 2015 Conference

KANSAS CITY MARRIOTT  
Kansas City, Missouri

■■■■■  
**NOV**  
13-16

### National Association of REALTORS® Conference & Expo

SAN DIEGO CONVENTION CENTER  
San Diego, California



## ERIKA TIREY

### CRM Spotlight

*"Providing outstanding customer focus is one of our guiding values at SentiLock, and, as such, at the heart of everything we do. Each month, we'd like to honor one of our dedicated and professional Customer Relationship Managers (CRMs) who contribute to making our customer service the best in the business."*

–Scott Richardson, General Manager at SentiLock, LLC

#### WHY SENTRILOCK?

Customer Relationship Manager, Erika Tirey, has been with SentiLock for five years. Her success during her short time in the company demonstrates SentiLock's commitment to investing in employees and promoting from within whenever possible.

Erika started with SentiLock as a level one customer service representative, worked her way up to floor supervisor and then to her present position as a CRM. In her current role as a CRM, Erika is the day-to-day point person for member Association administrators.

Erika was attracted to SentiLock for its reputation for being a values-driven, mission-oriented, yet fun, place to work.

*"I had several friends who were working at SentiLock and really loved it," she says. "Working somewhere where everyone believes in their mission, vision, products, and service is the key to having a happy and satisfying career. I'm glad I found that here at SentiLock."*

According to Erika, exceptional customer service is a value that is incorporated into every facet of the organization. "Our

*priority is our customers. We make sure they are satisfied, and we are delivering the utmost service to them every day."*

#### WHAT IS YOUR FUNNIEST MEMORY?

SentiLock also knows how to have some fun, often while doing well on behalf of local charities. Erika recalls a couple of her favorite activities on the job, including a celebratory pie in the face for General Manager, Scott Richardson, from Human Resources Director, Geri Morgan, when the company's canned food drive goal was met on Pi Day (March 14th). *"It was hilarious, and we even captured this epic event with a slow-motion video posted on Instagram," she shares.*

#### WHAT'S IN SENTRILOCK'S FUTURE?

Erica predicts continued innovation, adding of new products and systems to meet the needs of customers in an ever-changing world: *"The job never gets boring because it is always adapting to new concepts and ideas to make things more efficient and effective."*

**Thank You Erika for your dedication  
& service to SentiLock.**

## TIPS AND TRICKS

1. SentiLock lockboxes only have 1 motor. If the shackle will not release from the lockbox, attempt to see if the key compartment will open or vice versa.
2. SentiLock designed the lockbox to be weatherproof but it is not designed to be submerged in liquid. Mount the lockbox in a location that will ensure it is not submerged if localized flooding occurs. For example, do not put the lockbox down into a window well or a flower pot. Do not leave the lockbox lying flat or almost flat unless it is in a protected location.
3. Do not leave the key compartment of a SentiLock lockbox open during inclement weather. This will prevent anything from getting inside the lockbox and internally damaging it.



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