Boon Edam Launches Instructional Video Program to Facilitate Efficient Installation of Security Entrances

*Registered technicians in the Americas can proactively watch installation videos to work efficiently, deliver exceptional customer service.*

**Lillington, North Carolina, 1 March 2018** – Boon Edam Inc., a global leader in security entrances and [architectural revolving doors](http://www.boonedam.us/products-and-services/revolving-doors), is proud to announce the launch of security entrance instructional videos designed to deliver instant access to installation procedures for service technicians in the Americas. As part of the company’s commitment to providing unsurpassed customer service in the security industry, any registered technician working on a Boon Edam security entrance with internet access can watch these videos within a few clicks, ensuring a smoother installation and improving overall customer service.

Boon Edam Inc. has experienced double-digit sales growth of security products in the past five years, installing thousands of products in the Americas and around the globe. To keep up with increased installations, the company invested heavily in a technical training program in 2013 that provides installation and maintenance training at the factory in North Carolina, at the job site and by webinar. However, as the rate of product installations has increased, phone calls from onsite technicians with questions has also increased.

To stem the tide of this increased service demand, Kevin Thomasson, the VP of Customer Experience, and Sam Nussman, Technical Services Manager, developed the video program to provide easy access to installation procedures ahead of time. Now, during installation prep calls, Boon Edam sends the installing technicians a link to the product video they need and login credentials.

“Our goal in the coming year is to develop a self-service ‘tool bag’ for technicians that is so accessible and easy to use that they could do everything themselves,” says Thomasson. “The videos are the first step in creating this tool bag and it underpins our strategy of creating a customer experience that is effortless and frictionless every step of the way.”

The videos are currently available in English on Boon Edam’s most popular security products: the [Tourlock 180+90 security revolving door](https://www.boonedam.us/high-security-revolving-door/tourlock-180-90), the [Circlelock mantrap portal](https://www.boonedam.us/product/high-security-portal/circlelock), and the [Speedlane Lifeline Swing optical turnstile](https://www.boonedam.us/product/security-access/optical-turnstile/speedlane-swing). Videos in Spanish will be launched at the end of June 2018. The videos range from five to 15 minutes, depending on the product.

“Each video shows them everything they need to know, from uncrating the product to commissioning; if they watch a video they really could do it all themselves and never pick up the phone with a question,” says Nussman, who shot and produced each video.

To obtain access to the videos, technicians affiliated with Boon Edam distributors or projects are encouraged to contact Boon Edam Inc. in advance to obtain their credentials and a link to the videos. They can email [us.techspt@boonedam.com](mailto:us.techspt@boonedam.com), call 910-814-3800, or click “Contact Us” on [www.boonedam.us](http://www.boonedam.us).

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About Royal Boon Edam

With work environments becoming increasingly global and dynamic, the smart, safe entry has become the center of activity in and around many buildings. Royal Boon Edam is a global market leader in reliable entry solutions. Headquartered in the Netherlands, with 140 years of experience in engineering quality, we have gained extensive expertise in managing the transit of people through office buildings, airports, healthcare facilities, hotels and many other types of buildings. We are focused on providing an optimal, sustainable experience for our clients and their clients. By working together with you, our client, we help determine the exact requirements for the entry point in and around your building. Follow Boon Edam Inc. on [Facebook](https://www.facebook.com/BoonEdamInc/), [Twitter](https://twitter.com/BoonEdamUSA), [LinkedIn](https://www.linkedin.com/company/boon-edam-inc-) and our [blog](http://blog.boonedam.us/) and read the latest news at [www.boonedam.us/news](http://www.boonedam.us/news).