

Global Trainings with vitero for After Sales Staff

Case Study: Use of vitero at Volkswagen

The brand Volkswagen Pkw employs 278,000 people worldwide. In addition to that, more than 100,000 qualified employees working for Volkswagen service partners in the after sales sector ensure that customers are satisfied. To guarantee a uniform quality standard in training, the academy Sales & Service in Wolfsburg offers qualification modules for the subject areas technology, non-technology and service IT under one umbrella which is unique in the automotive sector. The task of the after sales qualification is to qualify service staff of the international Volkswagen partners. Hereby Volkswagen pursues the train-the-trainer principle: The importer's service trainers attend face-to-face trainings in Wolfsburg and pass on the training contents to their markets and to retail trade.



Increasing Need for Qualification

Today, the brand Volkswagen alone comprises around 70 models with tendency to rise. The Golf for instance is available with gasoline or diesel engine, as gas and hybrid car and as e-Golf.



Electric vehicles which are becoming more popular are a new challenge to the Volkswagen service. As a result, service staff needs to be trained according to latest requirements in

more than 170 countries. Here, Volkswagen relies on multipliers: service trainers are instructed to carry out the trainings for local employees.



Platform-specific Trainer Instruction

Training contents and diverse media (among others WBTS, videos) are made available via the LMS 'Volkswagen Training Online'. The latest element of the blended learning strategy is the virtual classroom **vitero**. A qualification concept has been developed for the correct handling of the VC. An e-tutor (so-called master trainer) needs different competences than a face-to-face trainer. Supported by **vitero**, the trainers learn how to handle the virtual classroom. At any one time 120 persons per batch are qualified in small groups and later supervised in feedback sessions.

Customer



Challenges

- Continuous demand of retail trainings which needs to be covered
- Extending the training conception
- Large-area markets like Russia make it difficult to realize face-to-face trainings

vitero Solution

- Trainings in the virtual classroom are part of the blended learning master plan
- Ideal training conditions through close-to-reality user interface design
- Location-independent online trainings make the organization and realization of trainings easier



Online course in **vitero**: The trainer Mr. Trier conducts a card query ('pin board technique') with Volkswagen Service trainers.

Such topics as the current state of implementation in the market are discussed here.



Support and Completion of Face-to-face Trainings

Between manufacturer and importer, the virtual classroom is mainly used in the preparation and postprocessing of face-to-face-trainings. Max Auersperg, Head of Qualification Media and Events, reports:



"With **vitero** we disburden face-to-face trainings by imparting knowledge online and in advance.

Afterwards, participants can refresh their knowledge and keep in touch with their trainers in Wolfsburg. The big advantage of a VC is that this

can be done in an organized way and in groups and that people can still interchange with team members."



Careful Tool Selection

Volkswagen searched for a suitable virtual classroom and tested different systems for over two years before they decided in favor of **vitero**. A very important criterion here was the handling. Moreover, the virtual classroom should allow for the same processes and interactions as a real classroom. It should always be clear who is present at the moment; this should not be hidden, for instance, behind a participant scroll bar. Here, **vitero** convinced with its elaborate software ergonomics which is geared to real face-to-face training situations. Since the trainers have a pedagogic background and thus high requirements concerning training quality, much attention was paid to that criterion.



Certified IT Security

The topic 'Data protection' also played an important part.

Here, **vitero** scored with server and company location Germany and comprising configuration possibilities. The servers are TÜV-certified according to ISO 27001 and data are subject to the strict rules of the German Federal Law for Data Security (Bundesdatenschutzgesetz, BDSG) since the company is located in Germany.



Contact

Do you have any questions or would you like to experience **vitero** live? Contact us!

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"**vitero** excellently complements our qualification portfolio with its quick and flexible fields of application. Here, excellent ergonomics and the fact that the study group can be easily moderated were extremely important for us. We liked that trainers and participants got along very quickly in **vitero** and thus could completely concentrate on the learning process."