CASE STUDY

Introducing Augmented Reality to Field Tech Training for a Major Automotive Brand

Challenge

A major automotive brand needed to quickly update the welding skills of their dealership repair technicians throughout the Middle East. Most of the techs had low-level experience with steel, but none had received formal training.

Furthermore, the client asked GP Strategies® to teach the network to weld aluminum – significantly more complex than steel – so they could work on a new vehicle with a 64% aluminum architecture. Dealers could not sell the model until technicians successfully completed training.

Solution

We sourced **augmented reality (AR) weld simulators,** which replicate in precise detail the welding process – then designed and facilitated a workshop to equip the client's trainers for the field rollout of the program.

Physical training is a hit-or-miss process since learners can't appreciate their errors while the arc is flashing. The AR simulator makes welds easier to visualize and shows results in real time. **Learners completed 200% more practice welds** using AR than they could with traditional practice. Repair technicians trained with the simulator, moved on to practice with aluminum, then progressed to testing.

An auto brand sought a significant, expedited upskill for their regional dealership technical workforce.

RESULTS

100% technician pass rate

40% savings in materials and energy consumption

AR platform attracting a new generation of labor

GPStrategies®
Your workforce transformation partner™