

... CASE STUDY

Interactive Blended Learning for Successful Automotive Sales Training

Challenge

One of our automaker clients was preparing to launch their first 100% electric vehicle (EV) in South America. Since this would be most dealership employees' first contact with a battery EV, they needed to educate sales consultants and technicians on the new technology to prepare them for this new and competitive market. Their training academy teamed up with us for a learning program that would instill a deep understanding of this key model for 2020.

Solution

We designed for two sets of learners: sales consultants and technicians. Sales consultants heard about EV technology, the brand's vision, and product features before driving their vehicle and a few competitors on track. Technicians had to learn high-voltage safety protocols and the use of special tools before diving into the new electronic architecture and repair techniques. Due to COVID, the in-person training was later converted to virtual training, so hands-on exercises were replaced with custom, robust digital content. Interactive 360° imagery helped learners explore the vehicle and locate each component.

Business Impact

Performance indicators showed the training was relevant to participants and earned satisfaction scores never seen before at the training academy. Importantly, the technicians have fully adopted the critical new safety precautions; so far, the client has not recorded any accidents. Additionally, the new vehicle ended the first half of 2020 as the best-selling EV in Brazil.



Introducing EVs to a new market, an auto manufacturer had to provide comprehensive training for both technical and sales teams. A thoughtful integration of in-person and virtual learning met their business objectives.



RESULTS

94% top scores (5/5)

from participants for the statement, "This training will help me be more successful"

94% top scores (5/5)

from participants for the statement, "Activities helped me learn"

0 recorded technician **safety incidents**

