

**VOLKSWAGEN**

GROUP ITALIA S.P.A.



**learn eXact at  
Volkswagen Group Italia**

**Laura Apostoli**

## Introduction

Volkswagen Group Italia – Created in 1954, since 1985 fully owned Italian subsidiary of the Volkswagen AG

Brands:

Volkswagen, Škoda, Audi, Seat and Volkswagen Commercial Vehicles

More than 870 employees and over 1 300 dealers and service partners

Specific training, aiming at improving selling expertise and after sales quality, is designed for more than 15 000 workers

## Needs

Large and geographically dispersed target groups for training

Heavily increasing training needs due to broadening of the dealer network


Increasing complexity of training due to increasing number of car models and technology complexity

The quality standard requirements are becoming more and more important



Caratteristiche dell'Audi A5 ▶ Posizionamento

Strumenti Aiuto



**L'obiettivo**  
L'Audi A5:

- apre un nuovo capitolo nella storia dei prodotti Audi;
- contribuisce all'aumento dei volumi Audi nel complesso;
- aumenta la fedeltà e conquista nuovi Clienti;
- fa crescere l'emozionalità, la consapevolezza e il prestigio del marchio Audi.

Audi

02/06

## Benefits - Improved overall performance

Increased efficiency of the workers in consideration of the number of hours that they are present in the Dealer or Service Partner

Decreasing "time to training" for new information

Consistency of the brand management and communications



## Benefits - Better training results

Systematic learner performance tracking, skills management and tailored learning programs, which are more suited to the learners' needs through the new methodology

Motivated learners when they become more engaged with the interactive online courses

Learners take more responsibility for their own learning paths

The course passing rates have improved significantly, because the participants do online tests prior to joining the courses

Instructor lead training is more efficient, when the qualification level is already raised via eLearning

Face to face training is built on the solid theoretical background, which is already studied prior to joining the face to face courses

## Benefits - Cost and time savings

Decrease in travel time, travel cost and especially in training time; every face to face day corresponds to 3 hours of eLearning

The eLearning courses are provided without fee for the participants and created significant cost savings in traveling and time



## Benefits - Better reach

Due to the wide geographical distribution of learners, eLearning provides a significant improvement in the learning material access

The new delivery technologies (mobile and wearable) will enhance the possibilities of workplace training in the future

More material can be provided to all workers

Wide adoption - 75 % of the employees currently use the learning portal, currently 11 000 users

One of the largest deployments of its kind in Italy

## Benefits - Future proof solution

A possible scenario to share the SCORM 1.2 eLearning objects across the Volkswagen Group in the world

Learning Object based content production architecture

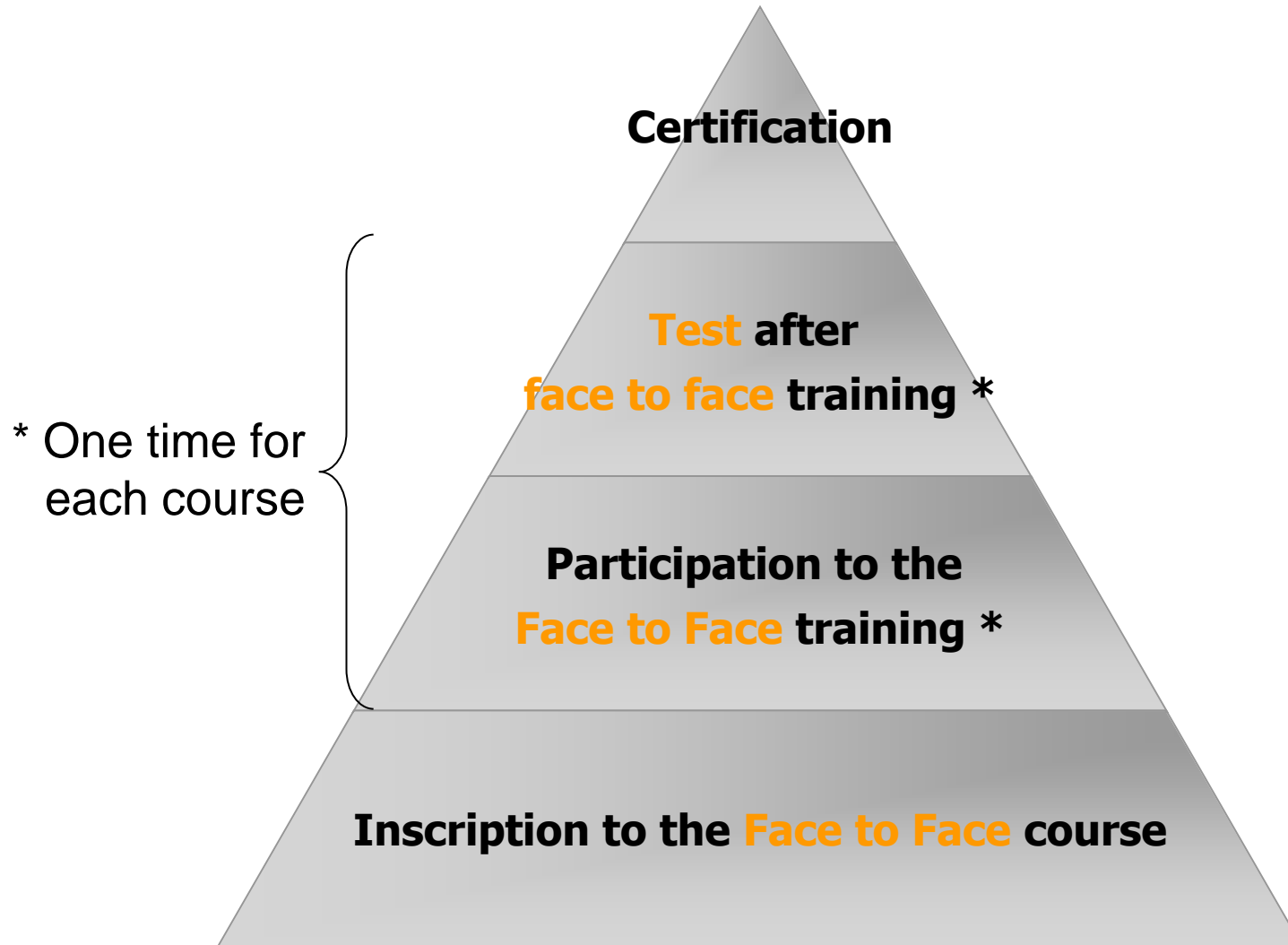
All learning content can be organized into one single content management system and digital repository increasing the re-use of all material

Creating different deliveries of the same content from one single source

Full integration of "single sign on" with Dealer Portal and company's application for the face to face training activities



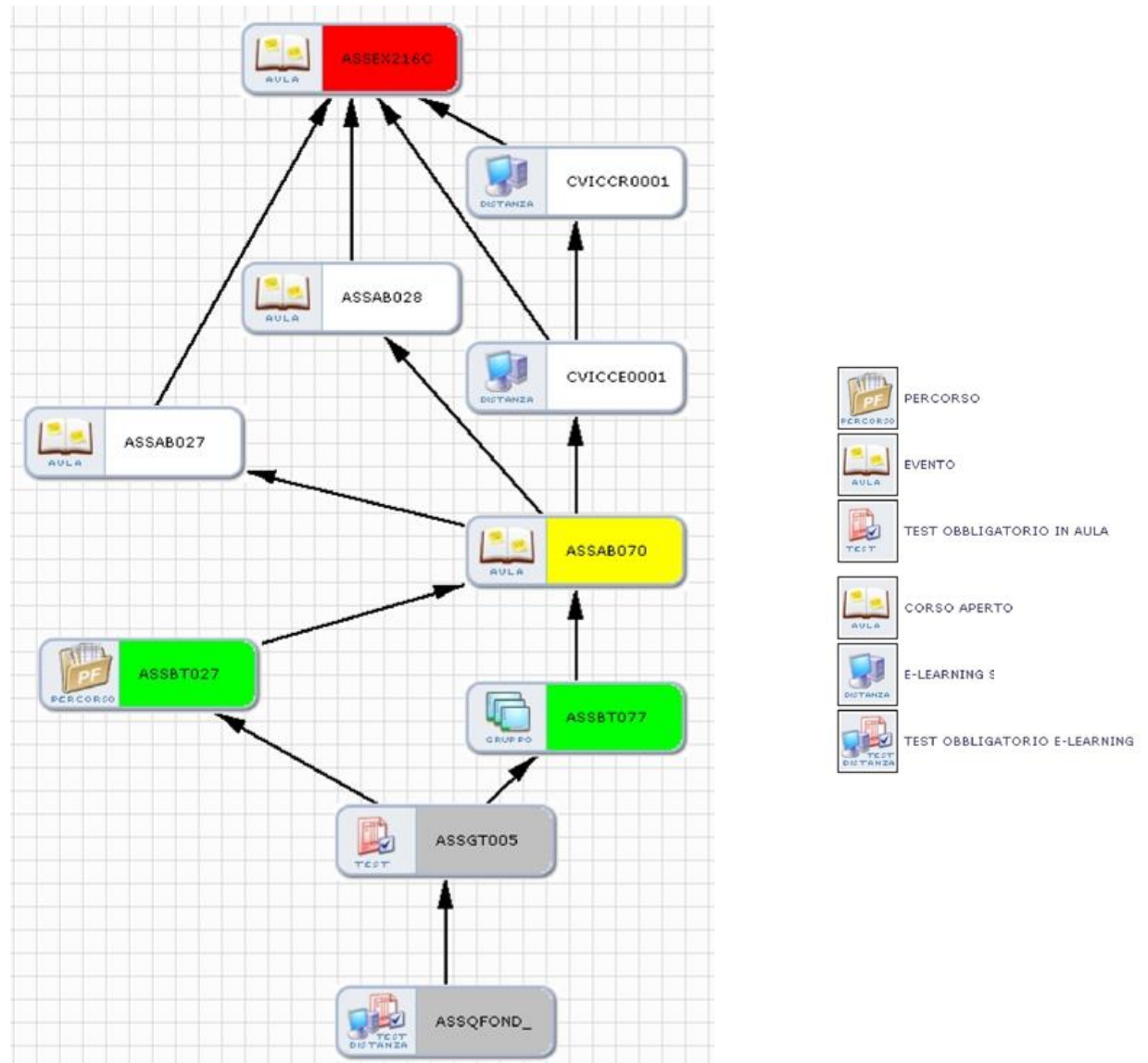
## How the Training model was...



## How the Training model is...



# One example



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**Thank you!**

Laura Apostoli

[laura.apostoli@volkswagengroup.it](mailto:laura.apostoli@volkswagengroup.it)