

The Volvo Car Corporation is one of the car industry's strongest brands, with a long history of world-leading innovations. The company is using Video Arts Digital Library to improve the speed and effectiveness of its customer service, communications and management skills training for 7,000 dealership staff in the UK and Ireland.

VOLVO



Video Arts Digital Library let's trainers stream or download video to share with learners online, in e-learning courses or for face-to-face training.

Volvo: Driving forwards with technology-based learning

What was the drive behind your shift to more technology-based learning?

It came about from the feedback we were getting from our dealer network which said that e-learning and blended learning was definitely something they wanted and needed. It was becoming increasingly difficult to get people to travel to training courses: especially in a sales environment where training isn't always seen as a top priority. We also felt that technology-based learning would let people learn at their own pace and at a time convenient to them.

So the learner benefits are clear... what about the L&D department?

What we can do now (and one of the reasons we are using Video Arts) is create rapid technology-based learning in minutes. It's easy to build your own effective and engaging programmes and you save a lot of development time. If you've got an idea for a course then you've got the Video Arts materials as a template to tailor as you see fit. I would say it would probably take a couple of hours to create a really good programme.

You've licensed video through the Video Arts Digital Library. What does that let you do?

Our original plan was to embed it into our own e-learning and we're doing that. One of the great things about the Digital Library though is that you can also download the video files and integrate them into your face-to-face training or give them direct to staff to watch. It's a truly blended solution - that's one of Video Arts unique selling points.

Let's say you have to do appraisal training...in the past would you have run an entire day's session?

Yes, that's exactly what would have happened; and the danger with that is people get overloaded with information and can't apply it effectively when they're back in the workplace. One of the advantages we have now is that we can drip-feed them the content and check their understanding down the line. We can even 'top them up' with video email refreshers.

In terms of Video Arts, what do you like about the style of their programmes?

Take a programme like 'What the window cleaner saw' - it's just brilliant. It has great

humour in it which makes you remember it. Then you get the Jamie Oliver stuff which is really gritty and people respond to that because it shows how leadership and teamwork works in real life. Other types of programmes like **FISH!** Make it easy for learners to respond because it's so natural and it's about real people.

And the response from your learners?

Learning used to be seen as a chore but now people really enjoy it. Video Arts provides tried and tested courses with great humour and strong learning messages. It's easy to relate to the content because it's immediately engaging and it holds your attention. We can also check understanding of the learning and monitor the impact back in the business. For us, it's a way of integrating total quality in all that Volvo does and setting ourselves apart from the competition.

Speak to Video Arts

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