





# Honda Motor Europe Iberia has transformed its training sessions to digital formats without losing content quality or audience engagement

Honda Motor Company is a Japanese public multinational conglomerate corporation known primarily as a manufacturer of automobiles, motorcycles and power equipment. It arrived in Spain in 1982 through the creation of Honda Motor Iberia.



### Challenges

The Honda Motor Europe lberia training team wanted to maintain its educational offer for its distribution partners, transitioning it to an online format, without losing quality or brand awareness.



#### **Solutions**

Set up the easy-touse Watchity live producer to enable the training team to create high-quality video on their own and stream on the customised player to deliver a great viewing experience



#### **Benefits**

Honda Motor Europe Iberia's distribution partners have cut their travelling costs while also leveraging their time better through small streaming sessions that continue to provide options for interacting with the trainers.





#### Challenges faced

The organization had the opportunity to transform its face-to-face training into a digital format to continue to reach its entire distribution network. It also sought to maintain its brand image while offering HQ content.

- **1** Maintain **brand awareness** using its distinctive, acknowledged and genuine logos and media elements (covers, videos, etc) to improve and harmonise the corporate branding.
- **2** Create **professional video production** without incurring in high costs and more importantly without the need for technical expertise. Be able to change shots, share videos, presentations, etc.
- **3-** Control the **attendance and participation** of all the registered commercial agents from its distribution network as it is used to doing in face-to-face training sessions.
- 4- Improve employee satisfaction, doing away with the need to travel, while also guaranteeing employee security and comfort.









#### Solutions driven by Watchity

After the Digital Content Management Team contacted Watchity, one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- **1** The **Event Manager**, to schedule and promote all the different training sessions, including user registration and the auto-sending of reminder options integrated with calendar alerts.
- 2 The Live Producer, allowing them to create high-quality live video on their own. It enabled them to combine Full HD multicameras from their offices for speakers and trainers, with remote screen-sharing, prerecorded videos and graphic overlays.
- 3- The Embeddable Player, with viewing controls to play/pause the live streaming session and watch it again from the beginning, featuring automated recording and immediate on-demand availability, with login forms and an integrated chat to enable attendees to ask or submit questions.

Thanks to Watchity, we have maintained our training offer, protecting our principals and sharing high-quality video content with them. 📆

**JORDI CANO** 

Honda Motor Iberia, Training Coordinator





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#### **Benefits obtained**

A few months after the start of the project, this new online training sessions has helped to increase the reach of the content offering the viewers a new way of receiving knowledge:

- 1 The team can now conduct training sessions with small groups of 15 to 20 people, affording it greater proximity and dedication to each one of its commercial agents, not to mention more feedback to continue to improve training.
- 2- They have generated professional-quality content with affordable resources and without specific training, delivering an added value that allows them to have material for future employees without repeating sessions thanks to the VOD.
- Viewers have now a more convenient way of receiving up-to date information and training, doing away with the need to travel to the head offices or to the physical event. The frequency of the sessions helps employees to be constantly aware of the key information they need to do their job.
- The organization has cut costs in external production services and has saved money in travelling for trainers, speakers and managers.







