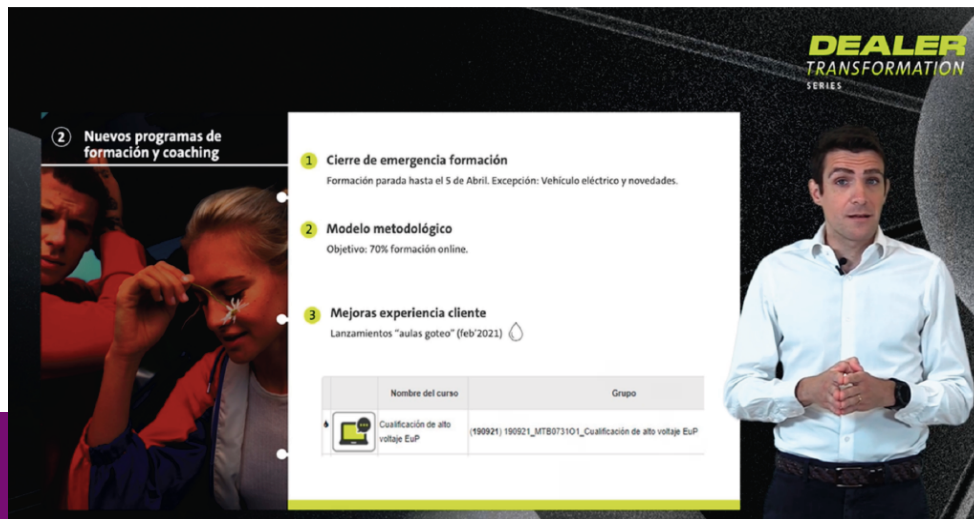


VOLKSWAGEN

GROUP ESPAÑA DISTRIBUCIÓN



Volkswagen Group España Distribución transforms the after-sales training to its network of Dealers and Official Services to the digital format

The Volkswagen Group, headquartered in Wolfsburg, Germany, is the world's largest automobile manufacturer. It is composed by a total of 12 brands from seven European countries: Volkswagen, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. Volkswagen Group España Distribución is the distributor of vehicles, spare parts and accessories, as well as mobility solutions, for the Volkswagen, Audi, ŠKODA and Volkswagen Commercial Vehicles brands in the Peninsula and the Balearic Islands.



Challenges

The Volkswagen Group España Distribución after-sales training team wanted to transform the training of its after-sales team to the digital format without losing its brand image and with an excellent video quality.



Solutions

Deploy the Watchity live producer to enable the after-sales training team to create and cast high-quality video on their own and deliver a great viewing experience.



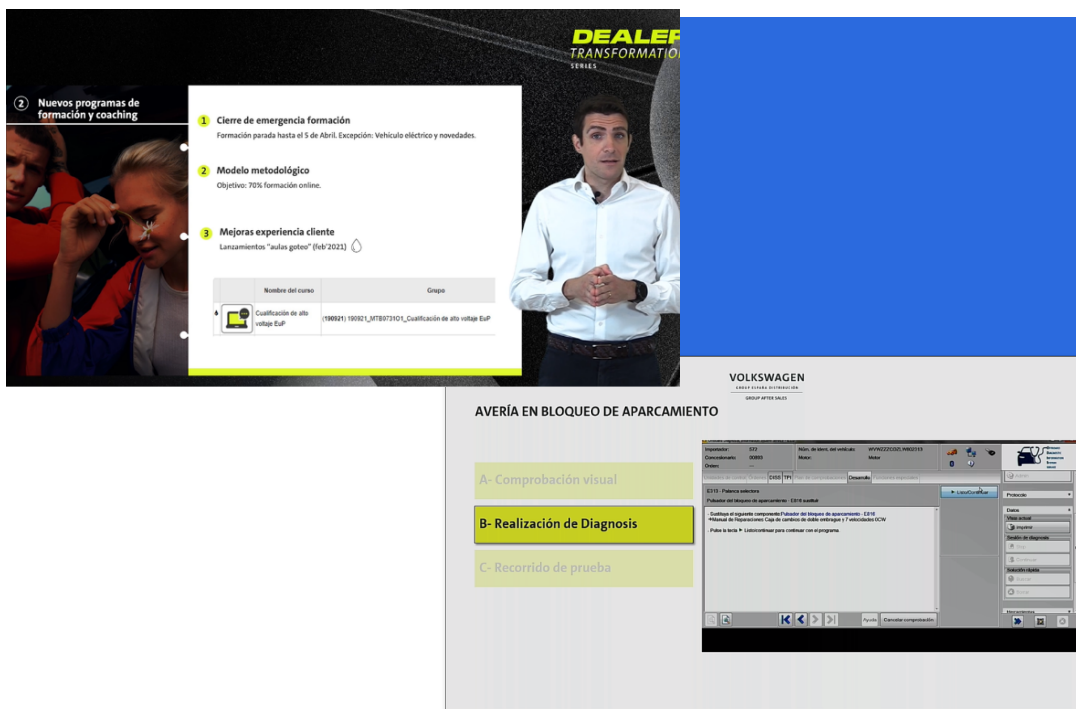
Benefits

Increase the generation of content with a greater impact capacity and more professional values.

Challenges faced

The organization had to face the challenge of continuing to train its team in a Covid scenario in which traditional attendance-based training was not an option. They needed to do it without losing their professionalism and quality:

- 1- Maintain the **training for its collaborators** by transforming its training into a mostly digital and online environment.
- 2- **Reinforce their brand image** through graphic elements, logotypes, multimedia file resources, etc. to also increase brand awareness and positioning. Volkswagen Group España Distribución needed an innovative modern design that identified with its brand.
- 3- **Reduce the costs** involved in training more than 6,000 people.
- 4- **Generate on-demand multimedia content for its employees.** Upload the training sessions to the website, so that workers can consult and watch them whenever they want.



Solutions driven by Watchity

When the Volkswagen Group España Distribución after-sales training 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 **tool to schedule all the different sessions**, including user registration and the auto-sending of reminder options integrated with calendar alerts.
- 2-** **Advanced video analytics** to know how many employees attended.
- 3-** The **content creation tool**, allowing them to create high-quality live video on their own. It enabled them to combine Full HD multi-cameras from their offices for speakers and trainers, with remote screen-sharing, pre-recorded videos and graphic overlays. Adding graphic resources such as images, posters, videos, etc.
- 4-** The **customizable 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.

“ We have reduced the costs involved in training more than 6,000 people ”

Volkswagen Group España Distribución,
Digital Training Specialist



Benefits obtained

The organization had the opportunity to transform its face-to-face training into a mostly digital format. It also aimed to maintain its brand image while offering HQ content.

- 1-** They can generate multimedia content that is available at all times in order to reinforce brand image and improve quality across its entire after-sales team.
- 2-** The team controls the full-event lifecycle, from creating the registration forms to the post-event analysis. They supervise the attendance and participation of all the registered employees from its commercial network as it is used to doing in face-to-face training sessions.
- 3-** 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.
- 4-** Viewers now have a more convenient way of receiving up-to-date information and training, doing away with the need to travel to the head offices or the physical event. The frequency of the sessions helps employees to be constantly aware of the key information they need to do their job.
- 5-** The organization has cut costs in traveling for trainers, speakers and managers.