Case Study
Automotive

BI WORLDWIDE applied behavioral economics to a challenging situation facing a major North American automotive manufacturer, resulting in highly engaged employees being better prepared, more motivated and armed with new knowledge and skills. When asked 90 days after training, 96% confidently reported they are applying the knowledge and skills learned with improved job performance.

The in-vehicle telematics solutions are booming as customers demand greater connectivity options with the personal devices they own and wish to integrate with their vehicles. They want to stay close to social networking, subscription music and entertainment services, and a whole host of smartphone apps — over a million each for Apple and Android, and growing.

Meanwhile, the federal government is keeping a keen eye on reducing driver distractions and counseling automakers to provide safe, hands-free, eyes-up systems which are intuitive and simple-to-use. At the same time, third-party researchers are suggesting that any use of the phone — whether through handset, Bluetooth headset or telematics system — is equally distracting and should be minimized to create safer roadways.

Against this backdrop, a major North American automotive manufacturer had developed their own in-vehicle telematics system and needed to communicate the features, benefits and operations of it.

They wished to train dealership personnel in advance of vehicles actually arriving in their showrooms for sale, as much as 30–60 days prior. They also realized that the typical glove box Owner's Manuals were underwhelming in communicating simply, yet emotionally, to the consumer about how to use the system.

Challenge

- Improve customers' understanding of a complex telematics system — both during sales presentations and follow-up visits
- Deliver a cost-effective way to engage employees using the system 30–60 days in advance of vehicles arriving in their showrooms

Solution

- Develop highly interactive web-based training focused on simulations of how to use the system
- Design a companion Technology Information Book with step-by-step procedures for using the telematics system
- Provide a customer-facing user guide to complement their shopping and owner experience

Results

- Over 70,000 dealership employees trained
- 96% of participants said they received new knowledge and skills relevant to their job and should enable improved job performance
- 90 days after training, 96% of participants reported actually applying the new knowledge and skills and improved job performance
- Over 5 million vehicles on the road with the telematics system and owner access to the user guide

96%
improved performance
by applying their training on the job

BI WORLDWIDE applied two key principles of behavioral economics — framing effect and vividness — in designing the solution.

- The framing effect suggests that a person's preferences will change depending on how a question or situation is described. In context of our deliverables, we presented multiple options for how users explored and internalized key information — resulting in increased comprehension and perceived relevancy.

- Vividness suggests that vivid events are more likely to be remembered and retained than non-descript or pallid events. Consistent use of visual representation, interactive simulation and "real-world" cadence of typical system usage contextualized the learning — and ultimately increased retention and applied skill development.

BIW's instructional design team, along with key members from training, marketing, engineering, field operations and legal, set out to design and develop three key resources to meet their challenges:

Technology Information Book

- 70-page, comprehensive visual guide to using the telematics system
- Clear step-by-step procedures from simple to complex tasks
- Getting Familiar — a section outlining the basics first
- Getting Started — a section detailing the five most important steps to make sure customers take first before using the system
- How to Set Up — what you need to do before using each feature, providing a personalization option
- How to Operate — once features are set up, an outline of steps for successful operation

Product Knowledge Web-based Training

- 60-minute deep dive into the telematics system with simulated activities for greater learner retention
- Follows a similar pattern and design to the companion Technology Information Book
- Course uses a cumulative testing strategy where participants apply their knowledge along the way, as opposed to a single post-test at the end of training. The testing strategy also breaks out of the conventional multiple-choice question type and provides pictures and graphics where learners identify sequence steps or the correct button or place on the telematics touch screen to activate features to reinforce a simulation of using the actual system

User Guide

- 16-page instruction booklet for consumers, designed as a supplement to their glove box owner's materials
- Purposefully designed to be the same size as the traditional Owner's Manual, but with a more visual, engaging presentation of information
- Follows a similar pattern and design as the Technology Information Book and web-based training
- Covers the most frequently used features of the telematics system with step-by-step procedures

Together, all three core resources help to align dealership personnel preparation and learning with consumers' engagement and overall understanding of the telematics system. Company and dealership personnel have come to refer to the Technology Information Book as the "wizard book," an indispensible resource in their learning arsenal.

Results from the training are top-notch. Out of over 70,000 dealership employees trained, 96% of participants said they received new knowledge and skills relevant to their job and this should enable improved job performance. Plus, 90 days after training, the new knowledge and skills remained relevant, with 96% of participants reporting actually applying the new knowledge and skills and improved job performance.