

Case Study BSH

Introduction of a global professional
development platform for service
technicians



B/S/H/
BSH HOME APPLIANCES GROUP

BSH und imc

A strong partnership for intelligent professional development

Customer

- BSH is the largest home-appliance-manufacturer in Europe and one of the leading companies in the sector worldwide.
- The company's major brands are Bosch and Siemens.
- The product portfolio includes a complete scope of modern appliances. It ranges from stoves, baking ovens, washing machines, freezers to small-household appliances such as irons and hair dryers.
- The home-appliance manufacturer is part of the Bosch Group and employs over 53,000 people in 50 countries worldwide.

Challenges

- Global growth of the company both in terms of its product portfolio and the numbers of employees as well as geographical expansion:
- Differing knowledge levels among its technical-support employees worldwide
 - Need to shorten the time-to-market period for training
 - Expectation to provide customers with the best possible technical service worldwide

Solution

- "BSH Learning Universe" – a global platform for the professional development of over 10,000 BSH service technicians
- A blended learning concept for maximum flexibility and training efficiency
- A learning management system for centralised management of all courses, providing standardised learning content and transparent user management

Advantages

- Accessibility of standardised learning content at each site
- Possibility to select learning content based on individual requirements
- Effective use of practically oriented on-site attendance periods
- Clear training catalogue with learning content
- Meaningful reports for those responsible for education and training

About BSH Home Appliances Group

Established nearly 50 years ago, the Munich-based company is regarded as an innovation leader in the industry. The products of BSH Home Appliances Group can be found in virtually every household: the company produces and sells modern household appliances such as stoves, baking ovens, range hoods, dish-washers, washing machines, dryers and refrigerators, as well as small appliances such as vacuum cleaners, coffee makers, irons and hair dryers.

The company's products are known worldwide under the major brand names Bosch and Siemens and under specialty brand names such as Gaggenau, Neff, Constructa and regional brands. Customers worldwide appreciate the company's high-quality, award-winning design and excellent service. More than 53,000 employees in total work for BSH. Over 10,000 technicians, including service partners, ensure proper maintenance of the appliances.

For more information about BSH Home Appliances Group, visit: www.bsh-group.com





Excellent customer service as a driving force

Traditionally, the company, which was established in 1967, was mainly active in the German market. The training materials for technical service personnel were based on the requirements of the German professional development system.

The internationalisation and rapid geographical expansion of the company quickly led to the realisation that training content had to be adapted to the local educational habits of different countries in order to compensate for existing gaps in service technicians' knowledge. Uniform training standards should thereby be achieved so customers worldwide could enjoy the same high quality of service.

For BSH practical on-site training with appliances is of great importance.

Due to the shortened time-to-market period, service technicians at each site must be able to service new appliances immediately after their launch, repair them if necessary, and competently and professionally advise customers.

BSH attaches great importance to practical on-site training with appliances. What was missing was a modern, cross-national professional development concept with a central database, the possibility of a simple administration of classroom training, and flexible implementation of customised training in real time.

Increased efficiency in technician's training at BSH

The education and training specialists at BSH decided to implement a learning management system (LMS). In 2007, after an in-depth market analysis, imc's globally proven LMS, imc Learning Suite, was chosen.

imc Learning Suite could fulfil all of BSH's needs. The product was persuasive, not least because it could be integrated easily into the existing IT infrastructure, its functionality, and its intuitive operation for the primary target group, service technicians, for tutors and administrators. Easy administration of classroom training and reliable functions for evaluation and reporting topped the solution off.

Since the implementation of the learning management system the company has saved over €10 million.

The new training platform "BSH Learning Universe" is now in use in 50 countries across five continents. Over 10,000 technicians have quick and easy access to the country-specific training materials that support them in their daily tasks.

The blended learning approach allows training specialists at BSH to effectively increase the efficiency of classroom training.

The technicians saved up to 20% on training time and the administration effort could be reduced significantly.



Systematic rollout in different countries

Often, good preparation is half the battle: “BSH Learning Universe” is being rolled out country by country. The introduction and implementation are intensively supported with online and classroom workshops before and after the go-live date. This ensures that the platform is strongly accepted by trainers, administrators and service technicians.

Customised platform

Additionally, the platform’s flexibility has led to positive feedback, because imc’s LMS can accurately implement country-specific requirements. This involves not only the language but also basic knowledge about fundamental issues, such as maintenance and repair, and individual training for new regional products. This is how “BSH Learning Universe” precisely meets the needs and demands of service technicians at different sites.

Adapted learning content

The learning content in the form of interactive web-based training (WBT), videos, virtual classrooms and classroom materials contains high-quality

information on the BSH products that are relevant for all countries. At the same time, the content is so flexible that trainers have the opportunity to expand and adapt to local conditions. The imc Learning Suite provides appropriate tools for content editing and enables efficient delivery of content to all service technicians in a matter of seconds.

Satisfied customers

imc Learning Suite supports education and training specialists to quickly and easily organise classroom training in each country. Now, the educational offerings within the “BSH Learning Universe” are part of the compulsory standard qualification for BSH technicians worldwide. A regular survey among the company’s customers has shown that customer satisfaction has steadily increased with respect to qualification of the service technician since implementation of the platform.



The “Learning Universe” has already revolutionised our training, and I am firmly convinced that the scheduled features that will soon be implemented will make the platform an indispensable tool for our service technicians and trainers.

Peter Tolaini,

Learning Universe Administrator, United Kingdom

More flexibility is possible

The worldwide rollout of the unique training programme for company service technicians is almost complete. Sonja Hild, Head of Education and Training in the customer service area, is pleased: “We set high goals with ‘BSH Learning Universe’ and achieved them. In over 50 countries on five continents, our colleagues in technical customer service are trained to the same high standards; however, each of our local training programmes is still as unique as our products”.

We set high goals with “BSH Learning Universe” and achieved them.

Company is currently forging more plans for using the “Learning Universe”. So, in the near future, service technicians and trainers will be given the opportunity to access the platform and courses on any device.

The goal is more flexibility in learning, more “learning by doing”, and direct and site-independent access to necessary information.

The bring-your-own-device (BYOD) approach, which BSH Home Appliances Group wants to implement soon with the “Learning Universe”, is fully in line with local infrastructure and changing learning habits.




imc Learning Suite is very flexible and adapts to our needs. The LMS does not only meet our product-training needs, our health training is also run on the system. Moreover, the intelligent booking processes for training have particularly lightened the workload. Since implementing the LMS we no longer need Excel list management!

Andreas Heckl,

Learning Universe Administrator, Germany

Rewrite the way we learn



With more than 20 years experience, 12 international locations and 300 employees and more than 1.200 customers worldwide: imc is the leading full-service provider for digital training.

We make learning better – by redefining (rewriting) the way we learn.

Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions – worldwide.

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