

VOLKSWAGEN FINANCIAL SERVICES

KEY TO MOBILITY

CASE STUDY

“ *Thanks to LMS iTutor we have a detailed overview of the performance of a defined training plan for all dealers throughout the Group dealership network.* ”

Petra Padolsky, Head of Retail Trade & Corporate Funding Support Section

Company profile

Volkswagen Financial Services (the "VWFS" hereinafter) is one of the leading financial companies on the Czech market and the most important company in the field of car funding. Every third car sold from the Volkswagen Group departs with the VWFS funding. Founded in 1992, the company was known back then as SkoFIN. Since its establishment, VWFS has continuously been growing, currently occupying the first place in the financing of passenger and utility vehicles.

VWFS's goal is to quickly and easily help individuals and companies to mobility. It provides new generation loans, operating leases, finance leases, branded insurance and service packages. VWFS is part of the international Volkswagen Group, and so customers can choose from a wide selection of new and used cars of Volkswagen, Audi, SEAT, SKODA, and Porsche makes, and of factory motorcycles Ducati.

Introduction

More than 150 Volkswagen Group dealerships have been cooperating with VWFS, representing over 1,500 retailers of passenger and utility vehicles across the Czech Republic. Each of those vendors must necessarily be trained in various fields, among other they need to have demonstrably completed the certification for brands they sell.

Planning and recording a growing number of e-learning and attendance training courses was no longer possible to manage through simple Excel spreadsheets. Very difficult and complicated was also manual sending of invitations and other information about the training events to dealers. Unsustainable over time became the absolutely fundamental and vital records of the current organisational structure of all contracting dealers, their classification by the locations, dealerships, brands sold, and the like.

Particularly for these reasons VWFS was looking for a proven LMS system that would allow much more than just completely take over and provide the administration concerning the registration of the contracting dealers, planning, allocation and evaluation of their training. LMS iTutor enabled a completely new insight into the educational process through training plans that can be tailored to individual sellers. At the same time, VWFS instructors obtained unique tools for creating sophisticated tests and interactive courses.

Customer requirements

The basic VWFS requirements for a new LMS system can be summarised into two areas:

1

Register of users

One of the basic requirements imposed on the new LMS system was to allow establishing of a transparent register and classification of the vendors and other users of the application into a clear tree structure by the dealership, selling brands or jobs, similarly as in the primary register of dealers and other subjects within the VWFS dealer network. Safe storage of the achievements in the completed courses is a matter of course.

2

Process of educating

Another major education goal was to introduce a system that would enhance the educational process in VWFS to the next level and allows:

- setting clear rules and scheduling rules, as well as education recording
- defining training plans tailored to the particular groups of dealers,
- simply creating of a quality educational content, including sophisticated tests, interactive e-learning lessons or teaching in classrooms,
- building an online catalogue of training events where dealers can independently sign up for selected courses (including selecting the date and the venue),
- automatic generation of invitations to both e-learning and attendance courses,
- automatic notifying of dealers of events (e.g. failure to complete the course within the training plan, the approaching end of the time to study the course).

iTutor LMS offered everything necessary

iTutor LMS by Kontis s.r.o. is a modular system, and so its configuration can be selected exactly to fit the customer requirements. With any growing demands on the system functionality, the configuration can be easily extended at any time.

To meet the VWFS requirements, the basic iTutor LMS configuration was extended by modules iTutor Tester, iTutor Catalog and iTutor Publisher.

With iTutor LMS, users can be registered by VWFS practices

iTutor LMS allows registering all users in a clear tree structure, where they can be assigned to any number of separate branches corresponding to different criteria. VWFS staff thus divided the users e.g. by job, dealership, brand sold (for dealers and sales managers), same as in the primary registration of dealers and others in the dealership network.

VWFS staff benefit from using of the so-called dynamic groups for automatic classification of users – on daily basis, the dealers and sales managers automatically synchronise into these groups by the brands sold accordingly with the defined rules.

iTutor LMS brought previously unimaginable monitoring of the training plans performance

The iTutor Student, iTutor Manager and iTutor Administrator modules offer a modern and user-friendly interface for all users, regardless of the role they access the educational portal in.

Students (nearly 1,500 dealers) have all the information needed for a successful professional growth. Within an intuitive reporting system they immediately get information about the performance of their training plan and the obtained certifications.

Also their managers (more than 300 dealership directors and sales managers) have access to just that data and functions they need to be able to effectively manage their subordinates, in which they can monitor the progress following the prescribed training plan and the fulfilment of additional study obligations.

Administrators and internal instructors, people in charge of the definition and analysis of the education across the entire network of the contracting VWFS partners, obtained a reliable partner in iTutor LMS.

The iTutor Messenger module makes sure that no-one misses any important event - through personalised automatically generated e-mails it notifies the dealers, managers and administrators of everything essential that takes place and will take place within the educational portal. Users are notified of e.g. the approaching end of the study time of the course indicated in the training plan.

With the help of the iTutor Catalog module, dealers can log themselves on the most favourable terms of the mandatory courses

The iTutor Catalog module allows the VWFS instructors establishing an online catalogue of compulsory classroom courses, listing the scheduled dates to those and monitoring filling up of the capacity of the individual terms.

Dealers thus have the opportunity to easily choose a term from a clear menu, the time and place of which suit them best.

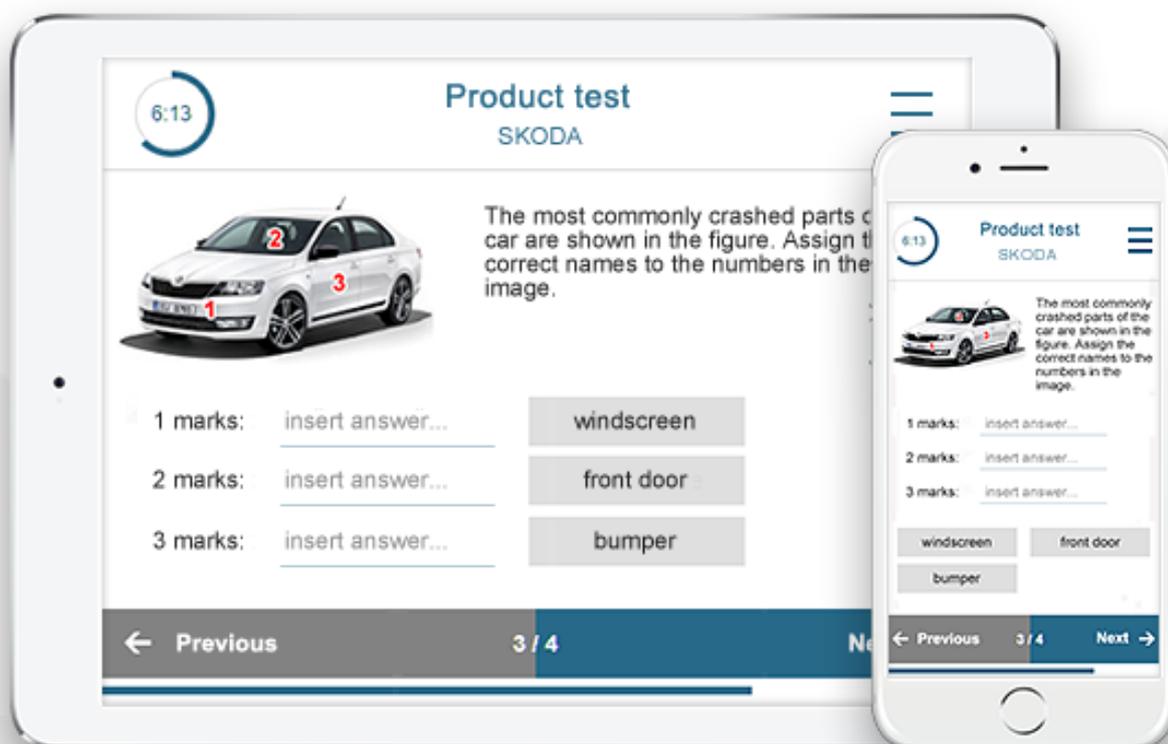
This eliminates the previously conventional lengthy and confusing e-mail communication between the VWFS instructors and individual dealerships in the organisation of the mandatory training courses.

Moreover, thanks to the iTutor Messenger module, managers and dealers are sent an invitation to the ordered training course in the MS Outlook calendar.

Efficient creation of the training content through iTutorTester and iTutor Publisher modules

With iTutor Tester, designing of VWFS sophisticated tests or questionnaires has become a matter of an instant. Making those available to the attendees on any device, including mobile phones and tablets, is a commonplace.

The iTutor Publisher module enables VWFS instructors intuitive and quickly creating of engaging interactive e-learning courses.



With iTutor Tester, the creation of sophisticated tests and making them available to dealers on any device is a matter of minutes.

Customisation of iTutor LMS is no problem

All dealerships were directly affected by the new market regulation of providing consumer loans by non-bank entities, where each such new provider must undergo tests in compliance with Act no. 257/2016 Coll., on Consumer Credit (ZoSU) and get the necessary certification of the Czech National Bank.

For the certification of its authorised dealers VWFS chose the Czech Banking Association owning the necessary CNB accreditation and operating its own e-learning portal Educa where dealers can browse the study content associated with the ZoSU certification.

Since Kontis s.r.o. is the direct producer of the iTutor platform, there was no problem in fast and flexible customising of the solution to maintain iTutor the primary training portal. Kontis added to the student iTutor module a link to the Educa portal, which provides this portal with the necessary credentials and information on the acceding user. This means that iTutor remained the only portal which has to be logged in and, if necessary, study the content associated with ZoSU by just clicking on the link, after which iTutor authenticates the Educa portal for the user.

Final summary

By installing iTutor LMS from Kontis, s.r.o., VWFS obtained a training portal which:

- 1 is intuitive, comfortable, fast and accessible across the network of the contract dealerships (access from Windows and Linux workstations),
- 2 allowed registering workers of all contractual dealerships and other persons entering the VWFS training system as in the primary records used in VWFS,
- 3 brings an online multimedia catalogue with strong facilitation of ordering of the training activities by the dealers themselves, including the choice of the time and place,
- 4 shows clearly to all the dealers the progress across their training plan,
- 5 informs all users through automatic personalised e-mail notifications,
- 6 significantly saves time and money spent on the training in the fields that are required by law
- 7 allows dealers an easy and quick access to the Educa portal of the Czech Banking Association, where they undergo tests by Act no. 257/2016 Coll. on Consumer Credit.