

DEKRA LEARNING

# STUDIO



➤ INNOVATE

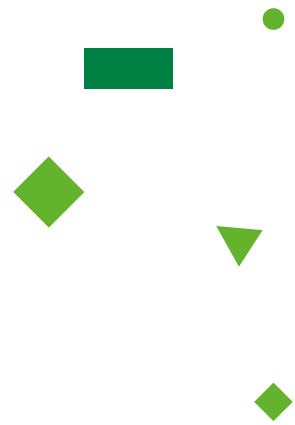
➤ ENGAGE

➤ FOCUS



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# STUDIO



DEKRA have decades of experience in delivering performance improvement programmes, covering business areas such as:

- Sales & Aftersales Performance Improvement
- Customer Lifecycle Management
- Digital Transformation
- Leadership Development
- Process Safety

At DEKRA Learning Studio, we consult directly with you to build bespoke training and coaching packages tailored specifically for you and your business.

We use a wide range of skills and software, to create engaging and educational learning experiences helping your employees to improve their performance.

Our services are:

- Fully digitalised, economic, a modern approach to performance improvement
- Adaptable and responsive to your needs
- Recognised for providing exceptional, engaging and innovative content

Our experience means we have:

- An intimate knowledge and experience of the Automotive sector
- Flexibility to deliver full programmes or mini projects



# OUR CORE SPECIALISMS

We work across a range of disciplines, including but not limited to:

- > New Car
- > Used Car
- > Fleet & Business
- > Aftersales
- > Electric Vehicle
- > Manufacturing Environment



*“ Broadcast Training allowed my Network to improve their understanding of a new initiative quickly, resulting in significantly improved sales performance ”*

*“ The DEKRA team fully understood my requirements and delivered on what they had promised and more! ”*

*“ The Digital Coach kept me really engaged, I really appreciated the regular bitesize sessions which helped me keep focussed and steer my team in the right direction, greatly improving the service we offer our customers ”*

*“ The digital team took on a difficult topic and made it engaging and immersive for the participants which massively impacted our results ”*

# OUR APPROACH

## DEKRA Learning Studio

Supporting coaching, training and consulting programmes commissioned by manufacturers and their brands. These programmes utilise field resource expertise in conjunction with the Studio services to provide a truly blended learning experience that achieves clear returns on investment for our customers.

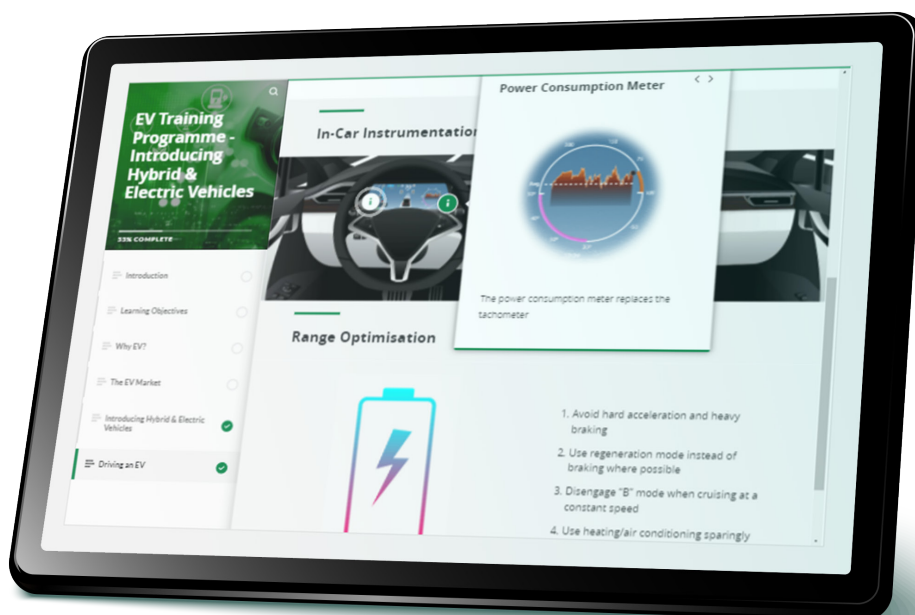
The Studio have a deep understanding of creating materials that deliver a core message and are adaptable to different market needs.

The delivery model is adaptable to the needs of your business and is optimised to provide more cost effective interventions, saving you time, money and effort to deliver your programmes.

We work closely with you throughout the development process to deliver cost effective, engaging training & coaching solutions.

The Studio are also commissioned by Worldwide OEMs to create content to be delivered across different markets by various consulting firms.

DEKRA also provide Brands with Managed Learning Services to effectively, efficiently operate learning interventions either through 3rd party approved suppliers or from internal headcount resource.





### Digital Learning

Remote digital learning is fast becoming a key component in the continued learning and development of employees. Providing engaging, structured learning content available to access on-demand across a range of digital devices.

Our team can support you in the development of your course content, identifying your learning aims and objectives, providing instructional design expertise to deliver an engaging, interactive user experience with proven results.

Our SCORM compliant digital learning can be uploaded to your LMS.



### Digital Coaching

Provides 1-2-1 support to participants in bite size remote sessions on topics that support a wider coaching, consulting or training programme. Enabling participants to overcome barriers to success and work through their identified performance improvement actions.

Digital Coaching is efficient, cost effective and the bite sized approach is appreciated by participants at all levels across the business.



### Broadcast Training

Using state of the art technology these broadcasts are engaging, interactive and focussed on delivering outcomes to meet your business objectives.

Regular training on any topic, with consistent messages being expertly delivered to your Network, in a format that fits around their working day.

These broadcasts are also ideal for product launches, marketing campaigns, introducing new initiatives or processes & area meetings.

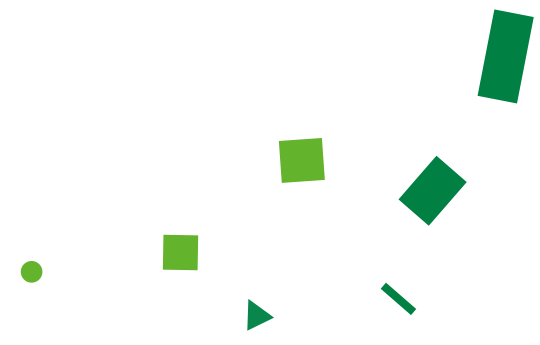


### Managed Learning Services

Your business may already produce and deliver its training solution to your network, utilising either in house employees or outsourcing for specific training requirements.

DEKRA provide the management and smooth operating of these interventions.

DEKRA can source suppliers, provide 'off headcount' services, manage quality of delivery and training liaison and financial arrangements.



Working with over  
**30 premium and volume**  
car manufacturers  
**worldwide**



# OUR SERVICES

DEKRA Studio have a team of skilled digital developers with over 20 years experience in creating digital learning material across a wide-range of formats, serving many industries and sectors.

Creating the right solution for your needs is at the core of everything we do.

DEKRA Studio produces digital solutions that can transform your Network's learning experience.

Working closely with you throughout the development process to deliver effective, engaging digital coaching solutions.

DEKRAs dedicated and in-house Studio can also:

- Convert face-to-face training into Digital Coaching, Digital Learning or Remote Broadcast Training
- Create new content and transforming existing training materials
- Develop programme supporting 'toolbox' best practice documentation
- Produce Digital Brochures, Promotional Material and Infographics
- Offer multi language translation & production





## Performance Management

A digital platform incorporating diagnostics, action plans, KPI reporting and more, in order to provide an interactive, adaptable coaching experience.

The accessibility of Performance Manager allows learning, monitoring and feedback to take place whenever is convenient for the user. Performance Manager includes:

- > Diagnostics
- > Action plans
- > KPIs and monitoring
- > Individual and consolidated reporting
- > Sharing best practices
- > A self-assessment tool
- > A toolbox
- > A simple information exchange system



## AI and VR

This technology offers experiences for employees and customers on a wide range of subjects.

Using AI & VR can transform relationships between customers and brands, opening the doors for personalisation and customisation of products, content and messages to the specific preferences and needs of customers.

For example, imagine your showroom in a virtual world where customers can experience viewing a 'virtual' car and also take that same car for a test drive so they can experience its design, comfort and its functions.

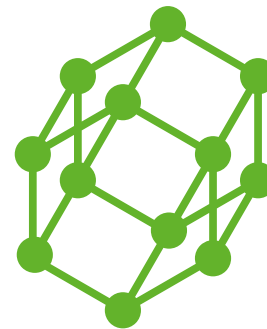


## Content Design Services

Our design team offer a range of graphical output.

Ranging from infographic creation, digital brochures & promotional material, asset design for video and animation, to assistance with PowerPoint layouts, we can help.

We know the secret to attracting attention to any print or digital design work.



## 3D

Want a learning experience with more depth perception? We can use software to build 3D assets and environments, to help immerse your staff further in their training.

By creating 3D environments, your employees can find themselves learning through a safe, secure, if not a little surreal working environment that can help them learn the intricacies of their role without the risk of mistakes.





## Video

Harness auditory and visual learning styles as well as reinforcing learning experiences for product launches, demonstrations, introducing new processes or topics.

Research shows viewers retain up to 95% of the message when it is delivered in a visual video format, DEKRA are experts in ensuring your message is understood through this method.

## Animation

Add value to your project with bespoke motion graphics, when words alone aren't enough.

Animation can be the perfect way to communicate clear and concise information, stage simulations and present scenarios.

Our abilities in animation mean we create material that is engaging and easy-to-digest.



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Get in touch with us today.

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Or scan here

