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Immersive Learning in the Automotive industry:
PSA Group use cases and benefits

PSA GROUPE

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Organizations that have seized the opportunity to reinvent training and communication through Virtual Reality are now continually finding new relevant use cases, that come along with strong value creation possibilities.
For anyone interested in such topics, it is worth diving into the PSA case study, and understand why and how a leading car manufacturer is successfully deploying Immersive Learning at scale.

Groupe PSA (formerly known as PSA Peugeot Citroën from 1991 to 2016) is a French multinational manufacturer of automobiles and motorcycles sold under the Peugeot, Citroën, DS, Opel and Vauxhall brands.
The evolution of technologies and customer expectations combined with market pressure requires manufacturers to continuously optimise their industrial processes. As such, Groupe PSA's "excellent plant" aims to consolidate the best technologies, equipment and know-how of the Group and its partners as well as the best practices in the automotive industry.

Uptale is an Enterprise Immersive Learning Solution which enables companies to digitize and share skills and behaviours at scale.
Along with premium services, Uptale provides a Cloud platform to create, deliver and track training experiences in 360° and Virtual Reality.
Organizations such as Disney, L'Oréal, Schneider Electric or Harvard are already making the most out of the Uptale platform to upskill their teams in various contexts (newcomers onboarding, operational skills development, empathy and roleplay -based training, etc.).

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Testimonials

"*The Uptale solution is great. It makes it possible to import 360° videos of work environments and augment them easily with pedagogical interactions, text infos, pictures, quizzes, etc. This results in a very lively learning experience. One can not only get trained very quickly, but also create immersive training modules on his own […]*"

Stéphane Lauret - Ergonomist & Innovation Pilot at the Industrial Academy.

"*New digital tools now help organizations like ours become truly "self-learning". This means that you can now make a strong impact by creating and sharing "capsules" of knowledge with others. One example of such powerful tools is: immersive technologies. Immersive training modules pave the way for a "learning by living", yet digital, approach to upskilling people. This opens the door to a renewed, more efficient approach to internal training and skills management […]*"

Jean Sevagen - Head of the Industrial Academy.

Optimize onboarding on production lines

Context :

New employees onboarding used to lead to significant interruptions of the production lines, in addition to a great amount of time dedicated by local managers. In order to ease the transition from theoretical training to production line, PSA was interested in a solution that would help operators pre-visualize their future work environments and get familiar with a range of best practices beforehand.

Solution :

Operational managers can take 360° pictures/videos of the workstations, and use them to create realistic and explicit training experiences. Such immersive experiences help newcomers visualize their future work environment while getting trained by actively interacting with visually/spatially contextualized information.

Results :

Once they arrive on site, operators already know their workstation, as well as many ad hoc processes and best practices (including on security). They have indeed been able to practice at their own pace, throughout the experience. As a consequence, the duration of line interruption due to the onboarding of newcomers is reduced, and the amount of time dedicated by local managers are reduced, resulting in significant productivity gains. This saved time also helps managers stay fully responsive to other issues and focus on quality.
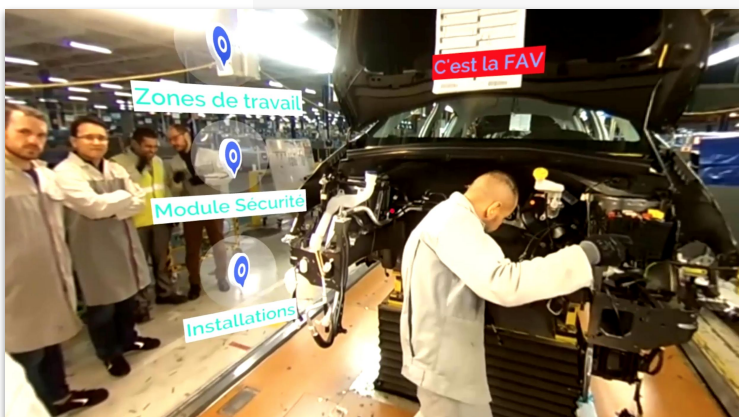
Contribute to the occupational disease prevention program

Context:

In addition to the group's general guidelines for occupational health and safety in the workplace, some plants' teams had taken the initiative to develop specific trainings for operators to enhance musculoskeletal health. Such trainings cover a set of tailored workout and stretching exercises meant to improve pre-work physical preparation and post-work recovery. PSA wanted these best practices to be formalized and shared effectively with the other sites, in order to generalize their adoption throughout the group.

Solution:

The medical department of one of the sites has created an immersive experience, which makes it possible for operators to follow a physiotherapist through their typical circuit at work (from arrival on site to changing rooms and then work station). The physiotherapist gives fun, pedagogical and contextualized demos of easy-to-practice exercises. Operators can get familiar with the gestures by repeating them simultaneously, as well as mentally projecting them into the course of their daily life, hence a better memorization.

Results:

Since 16 October 2018, 4,500 operators have successfully completed this immersive training module in Europe and Latin America. PSA plans to reach between 40,000 and 50,000 people trained in 2019.

Immerse customers from all over the world into the brand's universe

Context:

DSWorld is an emblematic store dedicated to the DS brand's universe, and a venue for experiences and emotions. Fronted by an Art Deco façade and laid out on three levels, DSWorld Paris is meant to celebrate the spirit of the legendary 1955 DS and incorporate the very best of French luxury and craftsmanship.

PSA was looking for ways to enhance its international outreach, beyond its Parisian location.

Solution:

An interactive 360° visit of DSWorld Paris, immersing visitors into the brand's universe and conveying the store's very atmosphere and best attractions. Visitors can explore the DSWorld at their own pace and interact with the exhibits, as the 360°-environment is augmented with relevant information in the form of various media and pedagogical interactions.

Results:

This experience is shared on the DS brand's digital platforms through various brand communication actions. One only needs a simple URL (or QR code, or iframe) to share the experience, hence it is very easy to foster a wide and multi-channel access to it and reach a large audience.

Share best practices between peers from different manufacturing plants, at no cost

Context:

When transformations are being implemented in a production site, it is often very common to organize peer training with teams from other plants where a similar process or vehicle is produced. However, the trip to another site can be very expensive and time-consuming.

Solution:

Teams create immersive training modules based on 360° photos/videos taken on their own site and workstations, and can give access to such modules to other plants.
Detailed information about a machine or a process can be shown in context. Training materials can then be customized to take into account local specificities and updated regularly if need be.

Results:

Plant teams can now easily share know-how and skills from one site to another, which means a great deal of savings on travel costs and a better use of time. Yet, the immersive dimension of the experience still makes it possible for employees to learn by doing and living.

Partnership PSA Group & Uptale

History of the partnership:

PSA discovered Uptale at the Microsoft Technology Center (MTC) in Paris, where examples of B2B immersive mixed-reality training were highlighted. The PSA Group's Digital Department and Industrial Academy then decided to launch a first project to get a "Proof of Concept" (P.O.C.): an Immersive Learning experience aimed at accelerating and improving the onboarding of newcomers to the production lines. Given the strong benefits and KPIs evidenced by the outcome of this P.O.C. project, PSA was able to iterate with the Uptale platform and deploy the Immersive Learning approach at scale throughout the group.

Uptale within PSA Group today:

As of today, the adoption of the Uptale solution is continually and rapidly expanding within PSA worldwide:

- 40+ creators in 5 countries
- 60+ experiments created
- 70+ VR headsets deployed
- 40,000 workers to be trained with the first experience about occupational disease prevention by the end of Q1 2019
- SSO and LMS integration to facilitate and secure access to the platform

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Immersive Learning platform to create, share and track training modules in 360° and Virtual Reality.

Automotive leaders already trusting us

Valeo **DELFINGEN** **faurecia** **GROUPE RENAULT**

Want to know more about the many use cases of Immersive Learning?
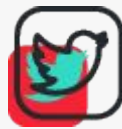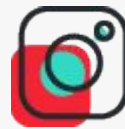**Contact us!**

https://uptale.io
hello@uptale.io
+33 (0)1 84 80 90 94

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