

Audi AG

Advancement Through Technology at Audi AG



The technical training facilities at Audi AG are equipped with SMART Board™ interactive whiteboards

“With the help of SMART Boards, the disadvantages of static PowerPoint presentations have been overcome. Trainers now have the opportunity to create more interactive and visual sessions. Participants are much more integrated. SMART solutions offer countless possibilities, making them suitable for both practical and theory sessions.”

Ralf Schmidt, Coordinator of Technical Training in Germany, Audi AG

Challenge – Find a tool that is portable and large enough to clearly present Audi training information to all participants, and at the same time make training more interactive.

SMART Solution – Audi AG uses mobile SMART Board 680 interactive whiteboards with floor stands in its technical training rooms in Germany.

Result – Efficient and professional technical training that measures up to the requirements of a premium brand.

Audi AG represents the leading edge in technology. This is reflected not only in the company’s innovative cars, but also in its use of SMART Board™ interactive whiteboards to enable more efficient and interactive technical training for Audi Service Partner staff.

Audi AG, part of the Volkswagen Group, was established 1909 and is one of the world’s foremost automobile manufacturers. Driving the company is a vision of taking leadership in the premium automotive brand segment. To reach this goal, Audi AG focuses not only on innovative products, but also on advanced technologies that support the efficiency of its processes.

To this end, technical training facilities at company locations in Germany (Ingolstadt, Neckarsulm, Wedemark, Neuss and Zwickau) were equipped with SMART Board interactive whiteboards. The professional trainers there now have a tool that helps them deliver training that is much more visible and comprehensible to Audi Service Partner staff.

More interactive presentations now possible

Audi training facility equipment once consisted of a mobile projector, a screen and a cart. “Besides the disadvantages of this shaky affair, the equipment wasn’t appropriate for a premium AG,” says Ralf Schmidt, coordinator of Audi’s technical training in Germany. “The projector solution encouraged front-controlled training, without the active involvement of participants. Overhead projectors did introduce a certain degree of interactivity, but the size of the writable area was very limited and the speaker couldn’t really move freely.”

Schmidt discovered the solution at didacta, Europe’s largest education trade show. “Compared to others, SMART’s solutions were the most intuitive, and I heard positive comments from trainers from the Volkswagen service academy in Wolfsburg.” Following on this exchange of experience, Audi AG’s technical training facilities were equipped with SMART Board interactive whiteboards. “Finally, our static PowerPoint presentations are now more interactive, and the overhead projector issues are covered, too,” says Schmidt. It had always been very important to him that training participants be involved and activated, and in his opinion, “The SMART Board is the ideal interactive medium for both theory and hands-on sessions.”

Diagnostic tester and electronic information service system now clearly visible

“The diagnostic tester and our electronic service information system are used very often during technical training,” says Schmidt. “But it was almost impossible for all participants to see the small screen. With the diagnostic tester now plugged into the SMART Board, everybody can see the information. When the trainer explains a diagnostic case directly on the board, he draws over the image with a pen and highlights features by circling or underlining. Discussion about the product is now quite simple, and the context is also better understood. This has become so easy and uncomplicated since getting the SMART Boards,” he says. Additionally, says Markus Hogrebe, a technical trainer in Neuss, Germany, “Documents, pictures and drawings created during training sessions can



easily be saved, sent to all participants and reused."

Team quickly grows to rely on SMART Board interactive whiteboards

Like the Audi brand itself, the company's trainers are progressive and curious, open to any tool that supports their technical training. So it's no surprise that SMART Board interactive whiteboard systems were immediately accepted by all. "The reason is their intuitive and easy use, and also the thorough briefing at the SMART information event in Zwickau," says Heiko Brunzendorf, a trainer from the company's Wedemark service training center.

Audi training staff now can't imagine working without the SMART Board interactive whiteboards, and further purchases are already planned. "We often need to book additional training facilities, and without the SMART Boards, the trainers are torn from their usual training situation," says

Schmidt. "We're planning to equip not only the practice rooms but also the theoretical lesson areas with SMART Boards."

SMART Response systems used to monitor learning goals

Recently, Audi AG purchased SMART Response™ interactive response systems to use for training quality assurance. The systems, primarily serving to monitor learning goals, are smoothly integrated with SMART Notebook™ collaborative learning software. According to Schmidt, "Usually, only one participant answers a trainer's question. These systems now help us discover trends and gaps and to guarantee success." Additionally, the systems will be used to conduct feedback sessions. "Normally," says Schmidt, "the evaluation agency needed at least three weeks to inform us about feedback results. Now, we get immediate feedback and have the chance to improve the interaction between trainers and trainees right away."

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