

SUCCESS STORY

Game-changing training in the automobile industry



Improving and optimising trainer and learner habits by creating a blended learning programme with innovative video solutions.

LE CONTEXTE

EDUCAM is a Belgian expert and specialised training center in the automobile and related industries. More than 100 collaborators offer their expertise to some 10,000 firms and 50,000 workers.



EDUCAM's goal is to meet its clients' current and future needs. The socio-economic context, the development of new technologies, and the omnipresence of immediacy have a direct influence on the training formats.

Today, training has to be quick, available immediately and cost-effective. All are factors EDUCAM has to consider in the development of its pedagogical methods.

EASY CONTENT CREATION

- 6 training videos.
- 2 tutorials.
- 2 live events.



LARGE AUDIENCE

Over 2,500 eLearners viewed videos on the LMS.



TIME SAVING

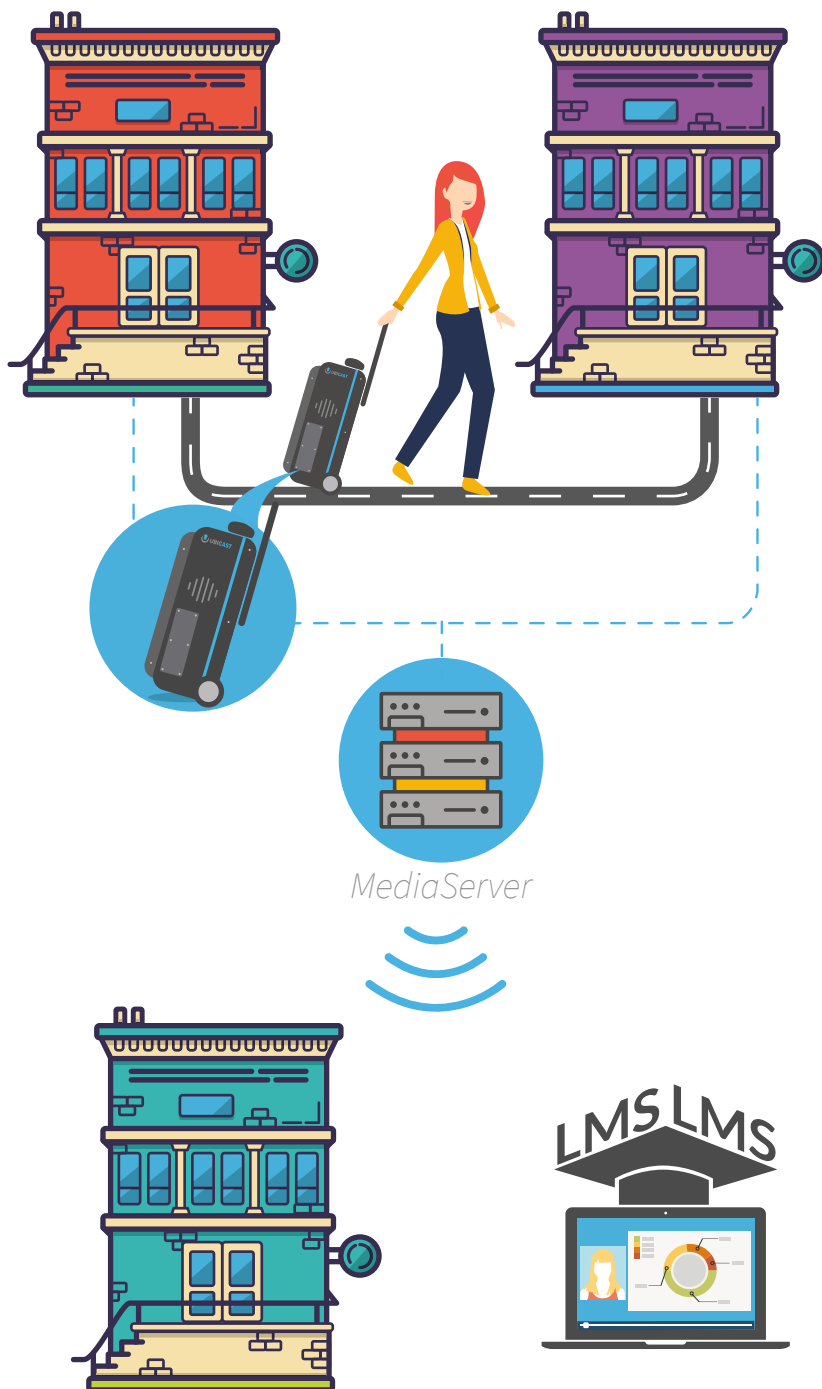
Theoretical training **2 times faster** with the Studio.



THE STAKES: EVOLVING TOWARDS BLENDED LEARNING

In order to spend more time on practical training, the solution chosen had to allow:

- 1 Autonomous creation of eLearning modules. No tech pros and service providers.
- 2 Mastery of the entire process: from content creation to client training on EDUCAM's existing LMS.
- 3 Fast production to decrease development and training costs, whilst maintaining a high quality standard.
- 4 Access to eLearning modules on as many devices as possible: tablets, smartphone, desktop...



THE SOLUTION

EDUCAM chose UbiCast in 2014. The first year was dedicated to tests and pilot projects, but also to train the developers and engineers on how to use the solution.

The Mobile Studio was particularly appreciated, as EDUCAM didn't have a dedicated space for content production.

In order to achieve the best results, it was important to train users on the different settings available. The idea of writing scenarios and creating specific recordings proved to be decisive.

Streaming content out to learners was the final stage of the deployment. Unlike production, sharing appeared to be more complex for the users, and presented some technical issues at the start. EDUCAM was fully supported and helped by UbiCast's tech team to resolve the issue.

« Most of our trainers are delighted by how easy the tool is to use. The main challenge for them was facing the camera! Being filmed is a learning process on its own, as is staying natural and talking at the right pace.



For our clients and end users, our learning material was welcomed with a lot of enthusiasm. In the future, we want to optimise our eLearning method and produce more modules with UbiCast's Studio. »

Nathalie Lenearts,
Manager for Competences and Digital learning