



## AUDI AG

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**Audi connect represents the digital connection between driver, vehicle and infrastructure, providing real-time information and multiple digital functions.**

Audi contacted Area9 Lyceum for an adaptive learning solution to coach their global sales team on Audi connect - addressing the needs of each learner to build their knowledge and competence.

### Challenge:

- Audi sales employees have different levels of knowledge and expertise on Audi connect.

### Solution:

- Audi uses Area9 Lyceum's adaptive learning approach as a personalized and motivating solution. Adaptive training supports employees in ensuring that they achieve a high level of competency and at a consistent level.
- The adaptive learning approach helps to identify each learner's skill levels, including unconscious incompetence (where they mistakenly assume, they possess certain knowledge or skills but, in fact, do not), provides detailed learning analytics, and adjusts the learning material to meet the needs of each learner.

### Results:

- Area9's adaptive learning solution complements AUDI AG's traditional web-based, linear learning approach to identify the competency and knowledge levels, using advanced analytics data for precise results.
- The new training program has been released in five languages and can be adapted to meet market-specific requirements and further customized.
- Each learner achieves nearly 100% competency on the learning objectives after completing the course.
- The success of the pilot project has led to the decision to continue the adaptive learning approach in all markets worldwide.
- In the meantime, two more learning modules have been developed for the Audi Q4 e-tron/ Q4 Sportback e-tron and Audi e-tron GT.

„Audi understands how to shape the future of mobility and how to create the future of professional development: ADAPTIVE LEARNING. Thanks to AI, people can view only the relevant content and choose the right time to spend on web-based training modules.“

Training Manager

“I liked it very much because I learned a lot of practical things for my daily sales work. Everything was very clear and very well explained, in addition to being easy and intuitive to use. Big compliments!”

Audi Dealer Representative

