CASE

area9 LYCEUM

KÄRCHER

ALFRED KÄRCHER VERTRIEBS-GMBH

The family-owned company Kärcher is a manufacturer of cleaning equipment and is recognized as the world market leader in this segment. Headquartered in Winnenden, Germany, Alfred Kärcher-Vertriebs-GmbH sells products for both private (home & garden products) and commercial use throughout Germany. DIY stores are one of the main distribution channels.

Challenges:

- To address the distribution of Kärcher products in DIY stores, the company implemented classroom training for sales staff, conducting an average of 25 one-day courses with approximately 350 participants annually. This traditional training approach, totaling around 2,800 hours, faced challenges in gauging effectiveness due to employee turnover and varying knowledge levels.

Solution:

- In early 2021, Kärcher adopted an adaptive learning strategy, collaborating with Area9 to develop 10 adaptive learning modules. The decision was influenced by the technological capabilities of the Area9 Rhapsode™ platform, emphasizing granular analytics and well-designed learning content. Following a successful pilot an positive feedback, Kärcher expanded the adaptive learning approach to enhance product knowledge in DIY stores starting from 2023.

Outcomes:

- The implementation of the adaptive learning platform resulted in a significant reduction in classroom time, allowing for increased productivity. In 2023, the number of DIY store classroom trainings was streamlined from 25 to 5 one-day sessions, with 75 participants each. Simultaneously, DIY store employees recorded around 1500 accesses to the adaptive learning modules.
- The adoption of Area9 Rhapsode EDUCATOR™ provided Kärcher with insights into learner data. The platform facilitated sustainable product knowledge training, resulting in a measurable improvement in employee skills.

Outcomes include:

— The average conscious competence of all employees at the beginning of the training has been increased from 58% to 100% (Fig. 3).

— Each adaptive training module allowed granular analysis of unconscious incompetence and incorrect answers at the learning objective level.

— Learning paths were tailored to individuals, adapting to their knowledge levels. Experts progressed faster, while beginners received additional resources. The variable in Area9's adaptive learning approach is time, not competence, ensuring every learner achieves 100% competence by the end of a course.

— This success prompted the expansion of the adaptive learning approach to other areas within the Kärcher Academy. Internal learning engineers were certified to create adaptive modules in compliance, and content for service training courses is set to roll out in 2023, receiving positive feedback.

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— Individualized learning experiences for sales employees have been achieved, and collaboration with other DIY stores is already in progress. Kärcher's commitment to adaptive learning has streamlined training, providing a benchmark for effective and personalized employee development.

" What we have created so far with Area9 is the future, and we must continue to build on it. "
Michael Pirke , Head of Academy, Alfred Kärcher Vertriebs-GmbH

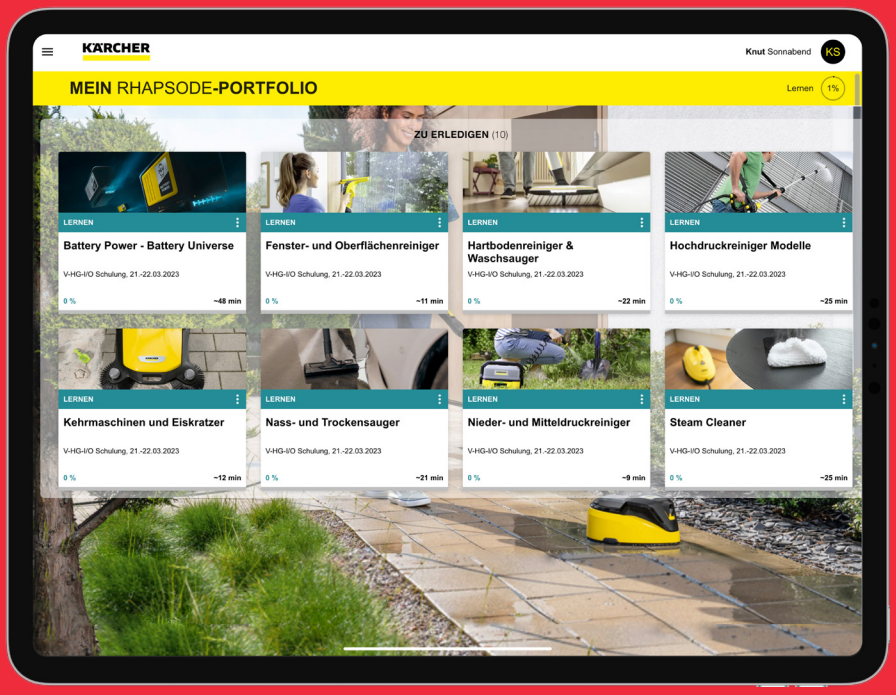

Figure 1: An overview of the 10 adaptive learning modules already created on the Rhapsode LEARNER™ dashboard in the company's CI.

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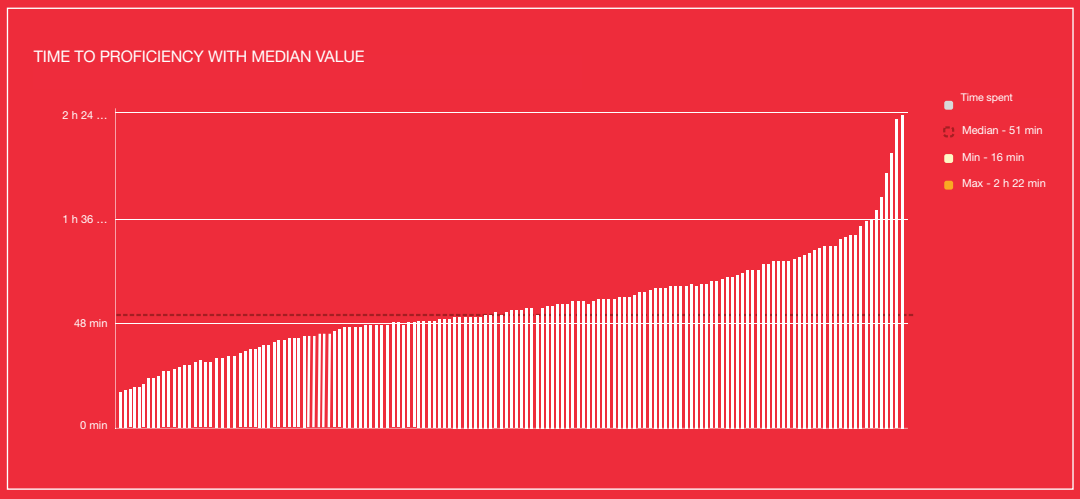

Figure 2: The Rhapsode EDUCATOR™ dashboard provides insight into time to proficiency, including median time.

METACOGNITION PROGRESS BY CLASS

A REPORT SHOWING METACOGNITION PROGRESS BY CLASS

Class name	Progress	Initial Conscious Competence	Initial Unconscious Competence	Current Conscious Competence
Battery Power Battery Universe	100%	58%	29%	100%

Figure 3: The average conscious competence of 58% of all employees at the beginning of the training was increased to 100% through adaptive learning with Area9 Rhapsode.

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