

Saving Time and Money – with the Virtual Classroom by vitero

Case Study: Use of **vitero** at SV SparkassenVersicherung

The SV SparkassenVersicherung is a modern regional insurance provider. As market leader in the regions of Baden-Wuerttemberg and Hesse the holding provides building insurances for about two out of every three houses. 4.5 million customers in Baden-Wuerttemberg, Hesse, Thuringia and Rhineland-Palatinate entrust the protection of their assets to the insurance provider. 'We educate and advance ourselves continuously' is one of the SV's fundamental principles. It is the job of the SV Sales Academy to help employees with translating this principle into action and to keep them up-to-date with the latest developments of the company's insurance products. In order to do so the SV utilizes the **vitero** software as a cost- and time-effective addition to their on-site events.



Time for customers, not on the road

Demographic change, natural disasters, and economic crises: The current circumstances also change peoples' demand for insurance. To adapt the products to its customers' needs, the SV keeps optimizing its offer. For its internal and external sales



Every minute, an employee spends on the road, is a loss of time and money for companies.

team this means: continuous trainings about changes and innovations of insurance products. However, for these trainings "we don't want to send our employees on

the road all the time", says Ms D'Aleo, consultant for e-learning at the SV. With more than 2,000 employees in the sales team, on-site events not only result in substantial travel costs but also in a loss of time for work and customers.



Simple & quick launch

The offered internal trainings of the SV, thus, were quickly and virtually extended with **vitero**, even though there was hardly any experience on how to use Virtual Classrooms (VC) in the company. **vitero** accompanied the SV trainers with online sessions concerning methods and didactics for VCs, technical support, and co-moderation. "The assistance for the launch turned out to be very valuable", Ms D'Aleo states. After a short time and without further assistance the trainers could conduct their webinars on their own and make use of the different interaction features in **vitero**.

Customer

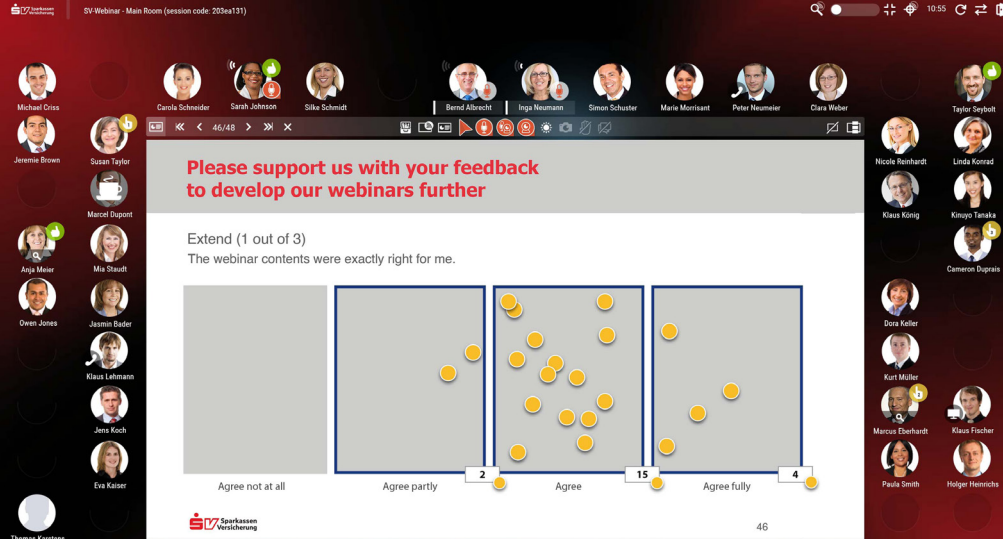


Challenges

- Continuous information flow to the internal and external sales team necessary
- Reduction of costs and time for trainings
- Prompt trainings for more than 1,200 employees about one topic

vitero Solution

- Virtual Classroom trainings as an addition to on-site events
- Optimal training conditions with an easy-to-handle software
- Tailored support for launching, using und handling the software



Contact

Do you have any questions or would you like to experience **vitero** live? Contact us!

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150 business days won, travel costs saved

While introducing the tool, the SV used **vitero** right away to present a new product to more the 1,200 employees in the external sales team. In three months there were 30 webinars with different group sizes and settings. The Virtual Classroom proved itself. "Our goals were met and we are very pleased", Ms D'Aleo sums up the project. The savings in time and money are convincing: Even if you assume on average only half an hour for a round trip for each participant, the time of work saved for the company sums up to 150 business days.

Flexible communication settings

Especially the different settings were a huge challenge for the successful conduction of the webinars. Participants joined not only from the office, but also from their home PCs or in groups in front of one display. "We also had one hundred participants in front of a projector screen", Ms D'Aleo adds. The participants remained focussed during the

trainings. This was achieved particularly with the help of **vitero's** interaction features like gestures, text chat, and queries with cards and point elements. The SV trainers used them aptly in the beginning of a webinar to keep the participants' attention and prevent 'passive consumption'.

Tool selection by trainers

Besides criteria like handling, user interface, and interaction features, the opinion of the trainers was important for the tool selection – they are the ones who need to be able to handle the VC. Ms D'Aleo explains: "The visual layout of **vitero** had convinced me already. But after we had seen a few other tools, the decision was unanimously for **vitero**." Involving the trainers in the selection process turned out to be the right decision in the end. They got acquainted with **vitero** quickly and were able to focus on the webinars instead of handling the VC. Appropriately, the participant feedback was positive – in spite of the unfamiliar virtual setting. Hence, VCs will be added to the training portfolio of the SV Sales Academy for the foreseeable future.

Oriana D'Aleo

*Consultant for e-learning,
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"Our trainers' opinions were an important element for us. We included them in the selection process and experienced and tested different tools together. Especially the interaction features were rated very positively. We liked, for example, the option to use point queries to get our participants involved. Other aspects were the ergonomically designed user interface, the high standards of data protection and the commendable assistance for the tool's launch, which turned out to be very valuable – with guidance, technical support, and trainings in methods and didactics."