

In Real-time around the World with vitero

Case Study: Use of vitero at Lufthansa Group

The Lufthansa Group is a global aviation group with a total of 540 subsidiaries and equity investments. Its fleet heads for more than 270 destinations in over 100 countries. This makes Lufthansa Group airlines one of the leading companies in passenger transportation and airfreight in the world. The company is operated centrally from Frankfurt on the Main. Sales trainings, roadshows and on-the-job training in new products and offers are coordinated and realised here and in the company-owned training centre in Seeheim (Hesse) – for employees in Frankfurt to Rio de Janeiro and Mexico City to Tokyo.



20 h Flight Time for 1 h Training

Trainings, exchange of experiences, direct talks to the person in charge: Things that are not easy to organise in small businesses, become a decisive cost factor in globally operating enterprises. Is it possible to keep thousands



The Lufthansa Group employs around 120,000 people worldwide. Their efficient training, information and organisation is a challenge which the enterprise solves more and more virtually.

of employees worldwide up to date? Can face-to-face trainings be more effectively prepared and followed up? In the areas Lufthansa Group airlines and Lufthansa Cargo as well as the service company Lufthansa Global Business Services (LGBS), virtual events with **vitero** are the solution.



Handling & Bandwidth

An intuitive user interface, flexible and dedicated technical support and efficient usage of bandwidth (which can be very low due to infrastructural reasons in some locations) were crucial factors for implementing a virtual classroom tool according to Ms de Buhr (Cargo), Ms Macdonald (Passage Airline Group) and Mr Urgast (LGBS). "We compared the tools available on the market and cross-checked those on functions and data security with the requirements set by our committees. In the end, the recommendation was **vitero**", Mr Urgast says. When it comes to handling, data security and user interface, **vitero** convinced. "The table metaphor is a nice and easy approach", says Ms Macdonald. And **vitero** also runs reliable with very low Internet connections.



Cargo

"We wanted to train small groups of employees specifically in our products and product-specific sales

Customer



Lufthansa

Requirements

- Worldwide virtual trainings and webcasts with colleagues, partner companies and subcontractors
- Works with low bandwidth; flexible support
- Save time and money with the application

vitero Solution

- Ergonomic software that works worldwide
- Consultation on how to handle low bandwidth and technical support upon request
- All-round support including trainings, technology, methods and use cases



Feedback round to actively involve participants with moderation elements (participants' points) in a virtual Lufthansa Cargo training session.

argumentation - worldwide", explains Ms de Buhr, Product Manager Sales & Skills Training. "Thanks to online trainings, our product managers from Frankfurt could be present in the training sessions, also from their home offices", Ms de Buhr adds. Answering special questions, sharing opinions about products or exchanging experiences – the direct and simple way of communication was a win for everyone. Due to the virtual medium, the geographical distance could be overcome.

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Passage Airline Group

"It was important for us to prepare and follow-up face-to-face-trainings or inform about topics that require less than one hour", Ms Macdonald, Trainer Sales Tools, says. "With **vitero**, it feels like in a real classroom. The focus is on the contents, not the room." The **vitero** Corporate Café is used at the Passage Airline Group, too. "We appreciate the possibility to spontaneously meet colleagues worldwide – and use it very often", Ms Macdonald adds. "Although meeting face-to-face is necessary for some topics, a virtual classroom like

vitero is ideal as part of a 'Blended Learning' concept for instance.

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LGBS

"We focused on letting many people participate in our webcasts", Mr Urgast, Manager Communication & Change Management, says. "Therefore, the software has to perform". In regular, so-called virtual all-hands-meetings, all 1,500 employees worldwide participate in various settings: from their home-offices, their offices, alone with one computer or as part of a group with screen and data projector. To improve communication, at every location with bigger groups a person is put in charge to collect questions and place them in the webcast by text chat. "For us, **vitero** is a simple solution with appropriate costs and a very good performance", Mr Urgast says.

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Numerous Possibilities

"With its virtual team room, **vitero** has fostered our trust in the technology", Ms de Buhr says. The result: Virtual trainings as a fixed component of the training portfolio will

be extended in the future. "Within a virtual study group I could realize a project with colleagues on a global level – without ever meeting them in person", Ms Macdonald adds. Team meetings, training new employees, spontaneous international meetings: the manifold possibilities to collaborate efficiently with colleagues worldwide are an equally important reason for global enterprises to use **vitero** as are high savings in time and money.

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Contact

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

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Ms Nicole de Buhr
Product Manager Sales & Skills Training

"As a globally operating company, the flexible technical support was an important factor for us in addition to the high-quality software. With **vitero**, this worked smoothly. We always got the assistance we needed very quickly. The provision of methodical and didactical moderation trainings, co-moderation and technical support has been extremely helpful for us. I can recommend the virtual team room and the personal support by **vitero** to anyone who wants to hold online trainings".