

Nomination: 8328

## Transforming Aftersales Training With The INEOS Island Experience

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

INEOS Automotive

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

Transforming Aftersales Training With The INEOS Island Experience

### Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F60 - Product Training

### Training Programs or Media Submission Format

Written Answers

### a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

After piloting in 2023, this final version of Product Overview for Aftersales was launched to INEOS' global network in February 2024.

### b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

INEOS Automotive's nominated program, "Product Overview for Aftersales," is a revolutionary e-learning course designed to provide Aftersales staff with an immersive, engaging, and comprehensive understanding of their flagship vehicle, the Grenadier. It was launched to INEOS' global network in February 2024.

INEOS recognized the significance of providing Aftersales staff with a deep understanding of the Grenadier to support them in delivering exceptional service, aiming for an immersive learning experience beyond traditional methods. To achieve this, they introduced an innovative, interactive approach, shaping the training around "INEOS Island" to create an adventurous learning environment where employees could explore the vehicle's features. This design not only aimed at educating but also aimed to strengthen employees' connection to the INEOS Automotive brand.

Created using sophisticated authoring software, the program offers a high degree of customization and interactive content. It takes learners on an imaginative adventure to 'INEOS Island', starting with an atmospheric flyover before delving into the depths of the island's 'Control Centre'. Here, learners explore the genesis of INEOS Automotive and its brand identity via a microfiche machine, fostering a deeper connection to the brand.

The adventure continues with an interactive virtual tour of the Grenadier, housed in a virtual underground car park. Learners engage with the vehicle, selecting different areas to unveil specific product information, facilitating a detailed, self-paced exploration of its features.

Enhancing the adventure-style learning experience, learners choose their own route across the island, navigating various terrains—mud, mountain, snow, and more—to showcase the Grenadier's diverse capabilities. Real-time feature callouts within the video game-like environment help learners associate features with practical applications, creating a robust knowledge base.

The course includes Easter eggs and activities scattered around the island, encouraging deeper exploration and comparison of features with competitors, aiding in understanding the Grenadier's market positioning.

Ultimately, the "Product Overview for Aftersales" course provides an exciting, engaging, and comprehensive training experience. By leveraging a practical and adventurous approach, it ensures better knowledge retention, improving service quality for INEOS customers. It not only educates but also drives connection and affinity between the aftersales team and the brand, increasing employee engagement and customer satisfaction.

**c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required**

INEOS took a data-driven approach to measure the effectiveness of the "Product Overview for Aftersales" program and its impact on achieving business goals. This evaluation went beyond simple satisfaction surveys (Level 1 of the Kirkpatrick Model) and employed a post-course evaluation (Level 3) conducted 2 months after launch. This evaluation gauged participants' self-reported application of training concepts in their roles.

**Empowering Exceptional Customer Service:**

A key objective was to equip staff with a deep understanding of the Grenadier to deliver exceptional customer service. The survey data overwhelmingly supports this achievement:

100% of respondents agreed the training improved their understanding of the Grenadier and its features.  
93% of respondents reported finding conversations with customers easier after completing the program.  
These results indicate a significant improvement in knowledge retention and its direct application to on-the-job interactions.

**Building Brand Affinity:**

Another critical objective was to strengthen the connection between employees and the INEOS Automotive brand. Here again, the survey data paints a positive picture:

95% of respondents felt they had a better understanding of the INEOS Automotive Aftersales brand values.

95% of respondents felt valued by INEOS after completing the training.

100% of respondents expressed excitement to be part of INEOS Automotive.

Positive feedback in open comments further reinforces the program's success:

"Out of all the brands I've worked for, INEOS by far has had the best training modules." (highlights program quality)

"Obtained lots of knowledge about vehicle and service" (emphasizes knowledge gain)

"I enjoyed the level of interaction...immersed in the INEOS world..." (reinforces engaging nature and brand connection)

"The explanation...makes you understand the true potential of the Grenadier" (showcases effectiveness in conveying product knowledge)

By employing a comprehensive evaluation strategy, INEOS demonstrated a commitment to measuring the impact of the training program and ensuring alignment with business objectives. The positive results underscore the program's success in empowering staff with product knowledge.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Supporting Materials 1 is a short video introduction to the course showcasing all the features described in the main entry body.

Supporting Materials 2 is a presentation describing the alignment of the course with the objectives.

**Webpage Link**

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/20528/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDUyOCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnBm9GrenadierWBT\\_2minVid\\_05.mp4](https://stevies-sage.secure-platform.com/file/20528/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDUyOCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnBm9GrenadierWBT_2minVid_05.mp4))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/20530/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDUzMCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnBm9INEOS%20Award%20Entry%20Support.pdf>)

**Would you like to add an additional supporting document?**

No

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