Investing in aftersales education: a win-win situation?

Learnings from a premium car manufacturer's vocational education program

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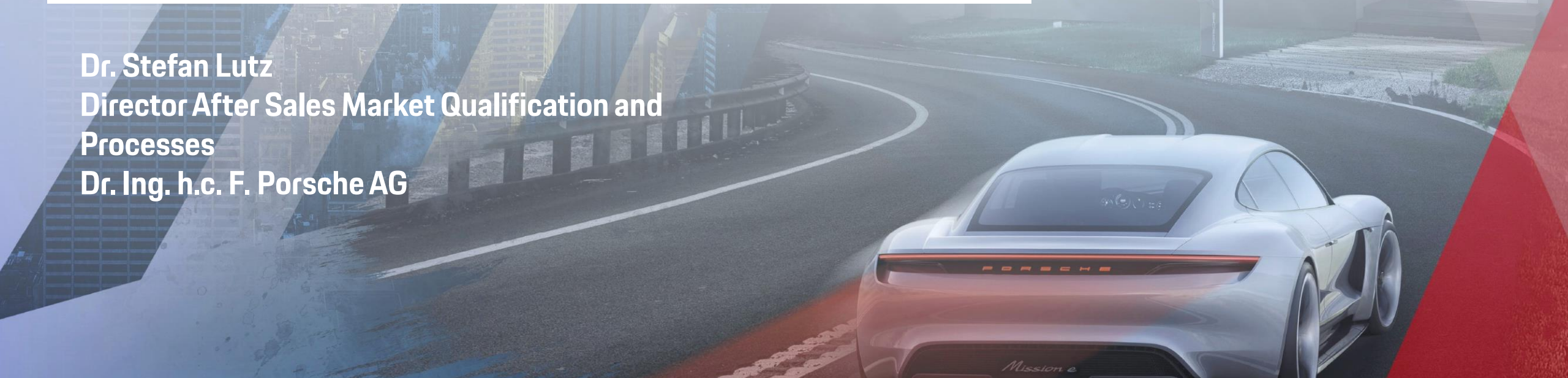


PAVE

PORSCHE AFTERSALES
VOCATIONAL EDUCATION

What is the initial situation?

TRANSFORMATION

- Promise to offer premium service to premium customers
- Changing technologies, new driving technologies Autonomous driving
- Digitization of the vehicle - Connected Services
- Build up working ability of technicians in the workshop, in the dealership organization
- Transformation from vehicle manufacturer to mobility service provider

What did we find in the field of vocational education (VE) for Aftersales?

VE is mostly connected to factories

- No specialized programs for Aftersales
- Customer orders not part of vocational education

Future skills are not covered

- New contents which are basics today are not covered in schools
- not in line with requirements of manufacturers

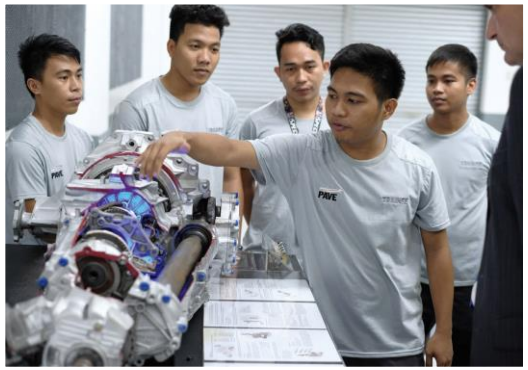
Link to the dealership organization is missing

- Dealers are not aware where to recruit young talents
- High qualification costs in the dealership organization

Create a holistic and sustainable program

PAVE = Porsche Aftersales Vocational Education

What is PAVE standing for?



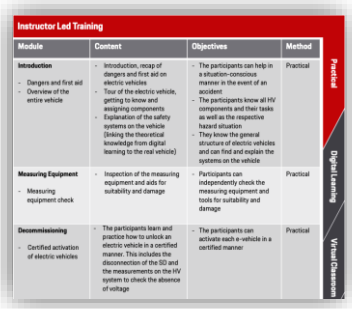
Porsche Aftersales Vocational Education (PAVE) ...

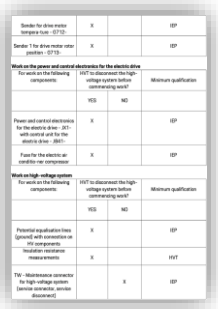
- .... offers demand oriented **vocational education programs** for Porsche and the brands of VW Group
- ... is pioneer and best practice in **action oriented** vocational education, **working on customer orders**
- ... in the job profile **Automotive Mechatronics**
- ... creates **intelligent networks** and **cooperation**
- ... programs are **self-financed**
- ... offers **high social and corporate responsibility**

What tools and formats do we use?

PAVE Curriculum and Digital Learning

- Job & competency profiles and learning paths
- Assessments & certification
- Curricula & learning programs

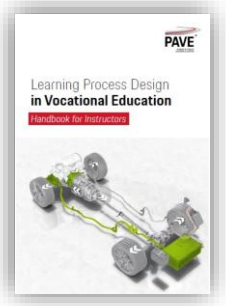




Teacher and Trainer Qualification

- PAVE Teacher Qualification & Training Center Standards
- Porsche Trainer Qualification and Certification Program
- Multiplier Qualification (coaches, mentors, etc.)
- Innovative concepts e.g. “PIRATE” approach

PORSCHE
TRAINER QUALIFICATION AND CERTIFICATION PROGRAM

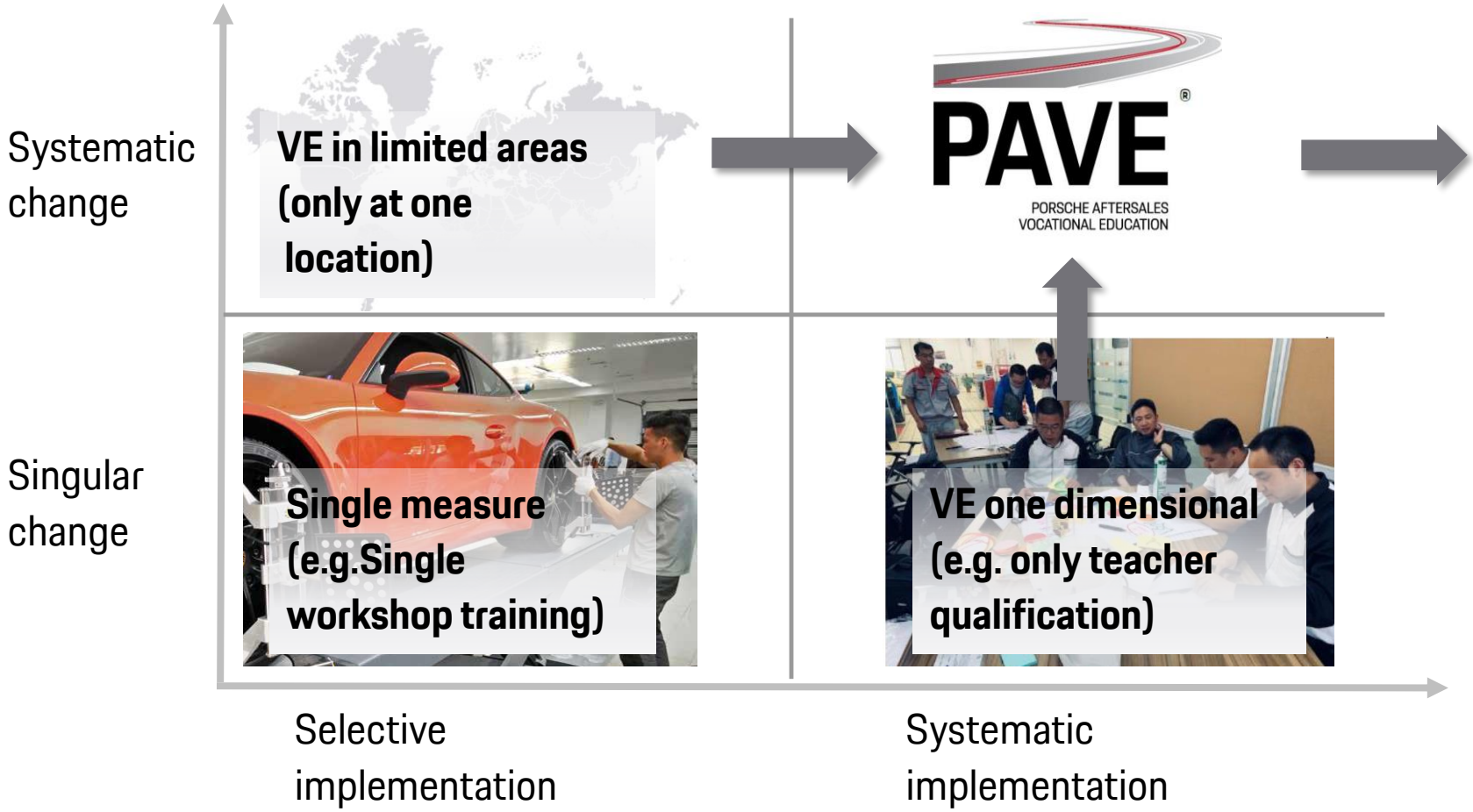


Training Aides and Equipment

- Learning material (print & digital)
- Learning equipment (tools, simulators, clothing, etc.)
- Demo parts, dummies
- PAVE HoloLens (Mixed Reality)

How to prepare PAVE students for new technologies?

How are vocational education and other education programs implemented?



PAVE as systematic and sustainable approach for future requirements

PAVE creates multiple win situation for all stakeholders!

360°

Multiple win situation

„Education is the key to success – but you also need somebody who belives in you!“

Student

- follow a future oriented VE in automotive
- Get access to future career path at Porsche or Brands of VW Group

Overall society in the region

- Support for region & families of students
- Increase in competences

Teachers & school organization

- Get teacher qualification
- Have access to PAVE eco-system

Porsche on manufacturer level

- Support dealership organization
- Sustain customer satisfaction
- Take over social responsibility

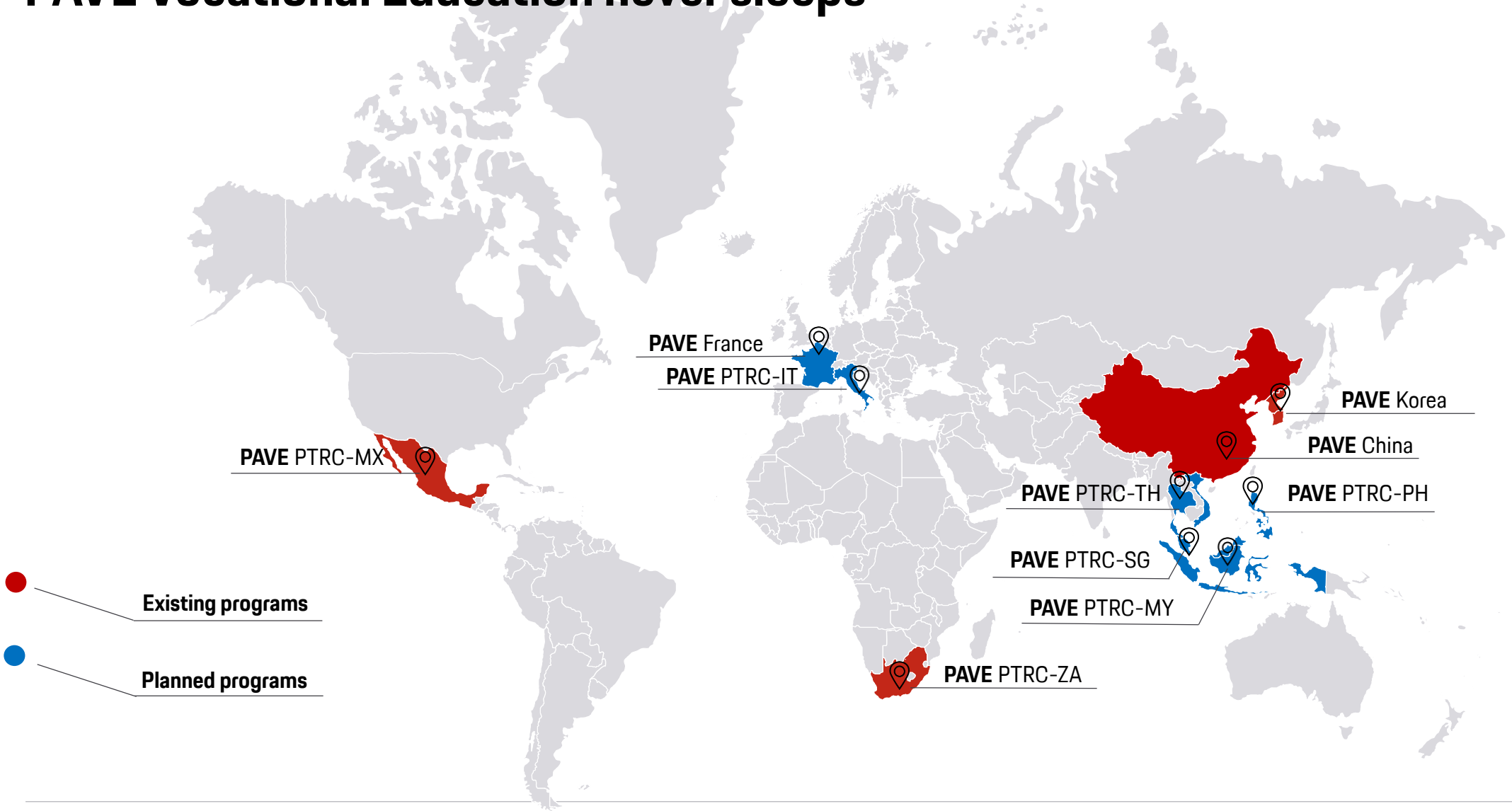
Dealership organization of Porsche (and brand of VW Group)

- Get qualified technicians
- Reduced qualification costs

Overview of PAVE DNA

- Modular vocational education standard worldwide
- Think global, act local
  Localisation is key
- New learning methods & didactics
  Integrated in PAVE curriculum, learning tools & teacher qualification
- New technologies included, students exit with HV certificate
- Measurable to European Qualification Framework, certificate by local AHK

Where are we standing today?
PAVE Vocational Education never sleeps



Thank you
for your attention!