



Doppelmayr's digital customer training: know-how anywhere and anytime

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Executive summary

The proper training of operating personnel is crucial in terms of safe passenger service and high system availability - two key indicators for a ropeway operator's performance. In fact, people are one of the most critical resources whose knowledge, know-how, skills, and abilities play a decisive role for a company's success. However, for ropeway operators it is hard to maintain this decisive advantage due to seasonal business and natural fluctuation. This is exacerbated by the industry's current labor shortages. In this respect, training is an important tool of choice to maintain the success factor "well-qualified personnel".

Staff training provides the opportunity to develop well-qualified personnel despite the facts given: seasonal business, staffing fluctuations, and labor shortages. The need of time for training, especially in the middle of season preparations, presents a significant hurdle and require the completion of extensive training within compressed timeframes. In scenarios with frequent staff turnover, the prospect of losing trained personnel shortly after looms large, initiating a repetitive cycle of recruitment and training. This perpetual churn not only strains resources but also undermines the continuity and effectiveness of training efforts.

The use of digitalization provides significant improvements to traditional training methods and offers a transformative solution. Learning takes place through web-based training that contain educational storytelling with a coordinated media mix and interactive elements. The combination of storytelling, media mix and interaction encourages high user engagement and major learning effects. The delivery of the educational experience takes place over the internet via a learning management system. The provision of digitalized training via a platform enables companies to manage all learning-related functions and processes; not only for learners, but also for their supervisors.

While the implementation of digital training for individual companies is very resource-intensive and costly, an industry-wide solution offers great added value. This is why Doppelmayr extended its training portfolio with digital and manufacturer-independent modules specifically made for operating personnel. On the Doppelmayr training platform, ropeway operators' staff can acquire industry-specific know-how and skills with a personalized user. The personalized knowledge transfer enables companies to receive proof of training for every employee and, thus, maintain their success factor of well-qualified personnel. Moreover, the personalization enables to exercise managerial due diligence for legal requirements as well as tax-related opportunities and insurance-related matters.

Given the immense importance of safety and availability, ropeway personnel will consistently need to be trained. Digital training modules are a useful addition to traditional methods, especially when staff turnover is rapid and the prospect of losing trained staff after a short time is high. With digital training, ropeway operators not only optimize the development of well-trained employees, but also meet managerial due diligence requirements.