

AIM (The Challenge)

On-the-job training and learning can often be a slow and error prone exercise but vitally important to demonstrate to employees the potential of hazards that can cause harm and to ensure that processes and work-flows are followed, especially within maintenance and operation departments.

Coca-Cola, always with an eye on innovation and improving quality output, wanted to change these key training challenges to drive efficiency and safely improve the overall learning experience and outcomes.

STRATEGY

Currently, Extended Reality (AR, VR, MR) is an innovative method used in large companies to simulate day-to-day operating scenarios, where a collaborator can perform in a software-created digital space.

Typically these solutions require significant investment and the support of multiple specialists for their development; equally (up until now) these solutions typically only allow for one employee to be trained at a time, a huge challenge when looking to deploy AR and VR training solutions at scale.

Not anymore! The myths of Extended Reality (XR) being too expensive, too complicated, too time-consuming, too hard to manage, end right here, with ARuVR XR Learning Platform.



CREATIVITY / INNOVATION / TECHNOLOGY

With ARuVR, Coca-Cola has a self-serving platform which provides intuitive software that requires no AR or VR experience to create virtual immersive work learning modules and simulate many of the processes that require comprehensive training.

The ARuVR XR Learning Platform, available on any leading VR enterprise headset, makes the user experience for immersive learning consumption incredibly easy and intuitive for Coca-Cola employees.

Frank Furnari, CEO & Founder of ARuVR, said: *“Coca-Cola, one of the biggest brands in the world, has adopted our AR and VR platform to radically transform their learning and skills transfer processes. As a result they benefit from efficiencies delivered by a digitally immersive safe environment.”*

Jorge Suarez, Corporate Safety Leader, Coca-Cola Bepensa, said: *“Ensuring that our staff are trained properly often involves creating potential scenarios to demonstrate hazards in the workplace. With ARuVR we are now able to safely educate and inform our employees by using an intuitive Extended Reality (XR) platform which completely removes training risk. ARuVR has transformed the way we interact, train and develop our colleagues in a safe, scalable and above all simple to operate solution,”*

The Coca-Cola XR Safety Training Programme stands as a shining example of how innovation and cutting-edge technology can transform traditional training methods. By immersing employees in realistic scenarios, gamifying the learning process, and promoting active participation, Coca-Cola has demonstrated an unwavering commitment to the safety and well-being of its workforce. This content has not only improved safety practices but has also set a new benchmark for interactive, engaging, and impactful training solutions.

Watch the full 3-min Coca-Cola - ARuVR case study:
<https://www.youtube.com/watch?v=4KF7iFs98ac>



CONTENT

In a world where traditional training methods often fall short, Coca-Cola's commitment to innovation and employee well-being led to the creation of a groundbreaking VR training programme that has revolutionised H&S education within the organisation. This immersive VR experience redefines how employees learn and apply safety protocols.

The program incorporates a remarkable level of detail, providing a 360-degree, lifelike environment that simulates real-life workplace situations, allowing employees to identify and respond to potential hazards in a controlled, risk-free environment.

This content seamlessly integrates interactive storytelling with Safety guidelines, making learning engaging and memorable. Employees are no longer passive recipients of information but active participants in their learning journey.

The gamification elements further enhance engagement by rewarding employees for making the right safety decisions, fostering a sense of accomplishment and motivation to excel in their safety practices.

Watch Coca-Cola and ARuVR video SHOWREEL: <https://www.youtube.com/watch?v=dN9fzNX-wgM>



FEEDBACK

The feedback from both the organisation and its employees has been overwhelmingly positive. The employees highlight the transformative impact of the XR programme around:

- Realistic and Engaging
- Confidence Boost
- Gamification
- Flexible Learning
- Positive Feedback Loop

The Coca-Cola organisation has testified that the XR Safety programme not only improved safety measures but also strengthened the organisation's commitment to its employees' welfare, resulting in a safer, more engaged, and more efficient work environment.



“Mastering complex machinery and equipment operations in a 100% cost-effective, safe and interactive VR digital environment and at scale is a game changer for Coca-Cola.”

Jorge Suarez, Corporate Safety Leader, Coca-Cola Bepensa

ARuVR (formerly VRtuoso) and Coca-Cola Bepensa’s “VR Safety Training” programme was also the Winner of the Coca-Cola Global QSA & ETA Innovation Challenge “Quality & Safety”.



Brian Muller, Global Operations Safety Director, The Coca-Cola Company, contributed to unfold the benefits and values of the solution against the five winning parameters:

- Truly Innovative
- Scalability
- Impact on the system/business
- Solving a burning need
- Ease of implementation



EXTERNAL TECHNOLOGY ACQUISITION **QSE INNOVATION**

QSE & ETA Innovation Challenge VIII – “Quality & Safety”

Announcing winner

Congratulations to the **“VRtuoso – safety training in Virtual Reality”** winner of the QSE & ETA Innovation Challenge VIII: **Jorge Luis Suarez**.

KUDOS to Brian Muller who won for the most exigent and tough challenger. His challenging questions contributed to the discussion about “VRtuoso – safety training in Virtual Reality”. Thank you for making us think differently!

As you may recall, there were five parameters:

1. Truly Innovative
2. Scalability
3. Impact on the system/business
4. Solving a burning need
5. Ease of implementation

OUTCOMES

The impact of the Coca-Cola XR Safety Training Programme has been significant. Not only has it enhanced safety awareness and adherence, but it has also improved employee confidence in handling real-life H&S situations. The VR-based training has drastically reduced workplace accidents and near-miss incidents, ultimately resulting in a safer work

environment and a healthier workforce. Furthermore, the content's adaptability and scalability have allowed Coca-Cola to extend its reach to employees across various locations, ensuring consistent and standardised training practices.

For Coca-Cola the ARuVR platform has delivered quantifiable real outcomes, while giving employees a rewarding and engaging means to learn, upskill and improve their own performance in a 100% safe digital environment.

1. **15%** increase in learning retention compared to traditional classroom training
2. **100%** reduction in employee risk exposure compared to in-situ equipment and machinery process understanding
3. **75%+** increase in the efficiency to train employees
4. **80%** increase in employee training engagement
5. **70%** carbon emissions reduction compared to traditional training methods
6. Ability to monitor and improve results in real-time combined with live scoring and assessments

