

eLearning AWARD 2024

Kategorie: Mittelstand

Barnimer
Busgesellschaft mbH



BBG

The Barnimer Busgesellschaft (BBG) in the northeast of Berlin is a regional public transport company with around 55 regional routes and 130 vehicles, transporting around 11 million passengers a year.

Employees: 300
Customer since: 2020
Solution: eLearning

"We have trainees create courses, because the more someone deals with the subject matter, the deeper the knowledge will sink in."

Steffen Groß
Training Manager

How we created a new kind of onboarding with eLearning and GoPro

The challenge

Despite detailed onboarding with intensive training, the sometimes complex route plans are not always completely internalized by the employees of the Barnimer Busgesellschaft (BBG). Routes change, for example due to road works or detours. This, in turn, can lead to problems in operations. Employees, however, lack time and access to many further training measures.

The solution

To improve quality in the operating system, BBG has established a new and dynamic onboarding concept.

- Non-desk: BBG puts relevant knowledge into eLearning courses that can be accessed regardless of time, location or device
- Centrally collected: all BBG courses are located in Coursepath as a central learning location, including advanced courses on Microsoft or similar.
- Versatility: the platform serves for new knowledge and as a reference work at the same time
- Multi-authoring tool: various employees become active on the eLearning platform in order to enter knowledge
- Pragmatism: trainees create courses on route knowledge and thus also improve their own knowledge
- Modern tools: many teaching sequences are created using GoPro and video embedded in eLearning
- Motivation: breaks count as working time if they are demonstrably used for eLearning
- Feedback: participants are allowed to ask questions directly in the course - which also improves the quality of the courses

The main criteria

- ✓ GDPR proof
- ✓ Storage volume
- ✓ Remote access

The result

Faster onboarding, better subject knowledge and higher performance - these are the main gains achieved by using the Coursepath eLearning platform. BBG is positioning itself as an innovative employer in the region through its versatile use of learning opportunities and attracting motivated staff. In addition to mandatory courses, employees discover other courses and keep themselves up to date quite incidentally. This ensures long-term success for the learning and training concept.