Woodies VR Training Application

Overview: Virtual Reality Ireland were contacted by Woodies's Head of Engagement David Nally

About: Virtual Reality Ireland were contacted by Woodies's Head of Engagement David Nally with a problem – Woodies staff were (in general) scared of the plumbing aisle as they didn't know how to answer queries about products or plumbing related problems. To solve this problem, we created a Unity application with 8 training modules where trainees would virtually 'Install a Dishwasher', 'Fix a Toilet', 'Fit a Garden Tap'. The modules were based on the top FAQ's plumbing queries from the store. Confidence was the key indicator for the project. At the start of the training, once users login with their employee id number, they are asked how confident they are dealing with plumbing queries in-store. At the end of each module they take a multiple choice quiz which tests their knowledge from the modules. After the staff have taken all 8 modules, they are asked how confident they now feel in answering plumbing queries in store.
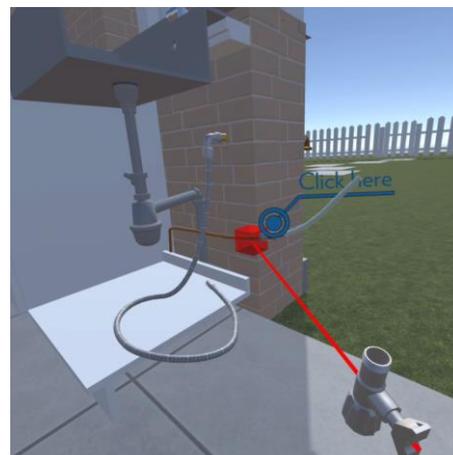
Outcomes:

The VR training application has been used to train over 350 users in a 1 month period. To roll out the training Woodies brought it on-tour on their double decker training bus. 12 x Oculus Go headsets along with a Virtual Reality Ireland facilitator ensured the successful implementation of the project.

From the in-app data collection and reporting, we can see that for the 350+ users that have used the app to date, 81% have reported improved confidence in answering plumbing queries in store.

The project has been nominated for an IITD (Irish Institute of Training and Development) Excellence in Digital Learning award.

Due to the successful adoption of the technology by their staff and the positive association with the product, Woodies are looking to do a consumer version of the application where their shoppers can benefit from learning plumbing skills.

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