Gamification Solution Through Scenario-Based Training
(World’s Largest Oilfield Services Company)
Simulated Training to Ensure Zero Motor Collision

About The Customer

This Fortune 500 global company in the oil and gas industry provides a wide range of products and services from exploration through production. This company employs over 100,000 people, including hundreds of nationalities and is working in close to 100 countries.

The company focuses on delivering solutions to improve customer performance. By harnessing information technology, this company offers opportunities to enhance efficiency and productivity. Also, their service provides customers with information and knowledge to address the changing needs of their customers.

With over 100 research and engineering facilities worldwide, due importance is given to developing innovative technology that adds value for their customers. Employees are committed to working with their customers to ensure the highest level of knowledge sharing.

The Customer’s Needs & Challenges

This company conducts a certification course on safe driving techniques for all its employees who drive company-owned vehicles.

All employees are required to attend a two-day Instructor-Led Training (ILT) workshop at their driving range and training facility. The ILT consists of classroom instruction with actual driving practice on the driving range. All learners who complete this course with a minimum score of 80 percent are issued a certificate, with a three-year validity period. To renew their certification, employees are required to take a refresher training course conducted through a mandatory Computer-Based Training (CBT).

The existing CBT was rather old, and this company was looking at modernizing and recreating this refresher training (including certification) with a focus on ensuring zero motor collision by their employees. The company needed to upgrade their existing CBT to a Web-Based Training (WBT) resource, using newer interactivities and videos. The upgraded WBT also needed to be available as a CBT for offline use.
The Scenario-Based Learning Environment

InfoPro proposed to create a highly engaging and interactive WBT, using scenario-based simulations and a theme-based GUI, to capture and maintain a learner’s interest. The approach used for this solution is to present the learner with a training environment similar to the driving range and training facility. Being a refresher training course, the expectation is to engage the learner on safe driving practices. The idea behind using a simulated environment is to give the learner a true to life feeling of being on the driving range. To create this wholesome experience, features of modern online training are utilized to the utmost extent possible.

Modules in the course are structured to use a roadmap theme and showcase diverse instructional and visual strategies.

Instructional Strategies for Content Effectiveness

Some of the instructional strategies used in the WBT include:

- Splash animation to capture attention toward the importance of defensive driving – visually appealing animation to provide information on safe driving and the consequences of not following driving rules.
- Avatar/Mentor-based approach to provide guidance and to connect at all levels – two mentors are provided, and the learner is given the freedom to choose one.
- Illustration/Image-based videos – displayed to depict accidents and suggest methods of avoiding them.
- Game-based assessment is offered to make the course highly interactive and to ensure effective transfer – to help learners assimilate all information and enhance retention.

The course was developed using Flash/XML encompassing engaging activities, animation and interactive elements to hold the learner’s attention throughout the training. The main features included:

- The avatar to help the learner relate to the classroom instructor.
- A choice to select from two (male and female) avatars with names to personalize the association.
- A GUI as a map with various landmarks to depict the five modules.
- An interesting journey where learners go to each of the five landmarks and complete all the activities and interaction before moving to the next landmark.
- A character (Pedro, an employee) whom the learners help at various junctures by answering his queries related to safe driving practices.
The post assessment module is presented as a test drive game to mirror driving practices on the driving range. The features included:

- A virtual environment of the learner driving a car.
- Various barriers presented to the learners as they drive, each barrier posing a question that must be answered to cross the barrier.
- The test drive is completed successfully when the learner scores 80 percent or higher.
- The test drive comes to an end if the learner answers more than 3 questions incorrectly. In such cases:
  - The learner is taken back to the roadmap that highlights the modules wherein the learner answered questions incorrectly.
  - The learner is required to revisit the modules highlighted, before retaking the test drive.
  - Upon successful completion of the test drive, the learner is given an opportunity to print the completion certificate.

Learning Outcomes

This WBT solution was taken up as a modernization project by InfoPro. Through the development of this training, the company was able to view their old training with a fresh perspective, thereby updating many outdated processes and procedures. InfoPro worked as a close partner with the company to create a training course relevant to modern times, as well as remain up-to-date for at least the next 10 years.

InfoPro provided the Fortune company with a WBT as well as a CBT version of the training. The dual option offers the employees with an opportunity to take the training at their convenience from all locations across the globe.

More importantly, the safe driving techniques reinforced through the mandatory course for all employees who need to drive company-owned vehicles, displayed the following results:

- There was a significant reduction in the number of on-road training fatalities caused by poor driving techniques, thus ensuring employee safety.
- There was an increase in the number of employees obtaining a score of 80 percent and higher (at the first attempt), qualifying them for a certificate.
- By modernizing the existing CBT instead of creating it from scratch, InfoPro was able to save numerous hours in recreating the original content that was provided for the WBT.
- The learning simulation decreased the onboarding time of new drivers as well as the training cost.

The solution provided to this oilfield services company is a drive-through success. The partnership is moving forward with plans for localizing the current WBT into six languages.
InfoPro Learning – The Right Choice

InfoPro Learning helps organizations rapidly transform talent by focusing on Learning for Performance. A global, award-winning learning and training solutions company for over 20 years, InfoPro provides performance improvement strategies, blended learning solutions and managed training programs. At InfoPro, performance innovation, cutting-edge technology and a talented team are combined to deliver successful workforce solutions and business outcomes. InfoPro Learning is obsessed with helping customers build training capacity, advance their practices and respond effectively to changing learner needs.

For more information about InfoPro Learning, Inc., visit www.infoprolearning.com, call (609) 606-9984 or email us at info@infoprolearning.com

Awards & Recognitions
- 2015, 2014 & 2013 TrainingIndustry.com Top 20 Content Development Companies List
- 2013 CLO Learning In Practice Silver Award
- 2012 Brandon Hall Gold Excellence Award for Content Development
- 2012 Brandon Hall Gold Excellence Award for Best Advance in Social Learning Technology