



A new fully electric passenger car was launched on European markets, with the OEM's employees needing training to boost sales



In order to increase sales, all customer-facing employees needed to be trained in relation to the new car and the electric vehicle (EV) lifestyle. A complete program was created including product information, usage tips and tricks, as well as training materials to complement infrastructure. Together the OEM and Fortos developed training programs and trained all employees.

Client Challenge

As a recently established OEM bringing passenger cars to the market, Fortos' customer knew that it was entering a fiercely competitive environment. Ever since the first electric cars were launched in the 2010s, the world's press and customer base have been interested, but not necessarily ready to buy their own first electric car.

Boosting customers' readiness to go electric was identified as a critical component for sales success. Customers would have to be confident in the car's quality, usability, public charging networks, home charging and the electric car lifestyle in general. It was also important to explain how to drive an electric car efficiently and how different parameters affect the performance of the car.

As a step towards an educated customer base, Fortos' customer decided to set up a training program for all their customer-facing personnel, e.g. in sales and service organizations. The purpose was to ensure that all customers would become confident in relation to electric cars through interaction with the OEM's representatives. As staff are the face of the brand, the need for helpful and well-educated per-

Client Solution

- Fortos joined the training initiative at an early stage in content development. Since then there has been close collaboration with the OEM to:
- Develop new and update existing training courses with new information, more interactive learning and user friendliness
- Gather information from key stakeholders, participants in training sessions and the OEM's customers in order to make continuous improvements
- Perform live training sessions for larger audiences





Client Value

Fortos has been a key contributor in delivering training programs with high quality content in a user-friendly way.

All initiatives boosted the participants' knowledge. Indirectly, dialogue with customers was improved through staff confidence, who were now fully prepared to discuss the car, the EV lifestyle and infrastructure.

The training initiative has ultimately been an important piece of the puzzle in how the product has been received in the marketplace. The result has been a great success with top rankings in the international press.

Collaboration between Client & Fortos

Two main success factors distinguish this project.

Firstly, Fortos' consultants complemented the customer's employees and know how. Collecting the customers' insights enabled Fortos to deliver well-packaged training materials, based on a clear structure and great content.

Secondly, it was possible to perform the work in a structured way. Fortos added value from development to execution and continuous improvements to training programs.

All together, Fortos lived up to its reputation by being committed to the customer project from early stages to full implementation and tangible business results.

Would you like to get in touch?

Staffan Brahe



Partner

Head of Electrification
staffan.brahe@fortos.se
+46 (0)76-517 27 83

Åsa Gabrielsson



Partner

E-mobility and
service specialist
asa.gabrielsson@fortos.se
+46 (0)76-517 27 85

About Fortos

Transformation is our heritage. Fortos has a long history as one of the most valuable advisors to leading multinational organizations in the Automotive industry. We support our clients to achieve successful transformations through our deep understanding of their business, our world-class transformation competence and long term commitment to deliver sustainable client value.

Learn more about us at [Fortos.se](https://www.fortos.se)

