

CUSTOMER STORY

Scaling **soft skills training with AI** for the automotive retail industry



CUSTOMER: BMW GROUP RETAIL TRAINING
WEBSITE: WWW.BMWGROUP.COM
HEADQUARTERS: MUNICH, GERMANY
INDUSTRY: AUTOMOTIVE RETAIL

Provide on-demand training

FOR ON-DEMAND INSIGHT

Rising customer expectations and the demand for a high-quality service are challenges retailers are currently. Retorio supports BMW Group Retail Training in learning how customer's individual perceptions affect success of their retailers.

To become even more customer-focused and service-oriented, we've assisted BMW Group Retail Training in providing tailored training to their retailers' sales and service teams. Since dealerships are privately run and managed, they often face a challenge in offering easily-scalable/remote training with personalized feedback.

Using Retorio, deep support to individualize soft-skill gap development has been implemented, fully remote and on-demand.

Committed to offering dealership support, Retorio standardized how they train sales teams to not only uptick their sales, but to provide every customer with BMW Group-quality service.

BUSINESS GAINS

- Identify individual training needs – objectively and fully remotely.
- Give individual feedback on personality traits.
- Increase effectiveness of soft skill training programs.

Retorio's AI gives sales and service team members rapid feedback, standing out in its easiness of rolling it across global dealerships. **Retorio assists BMW Group Retail Training in preparing their dealership teams with on-demand and personalized feedback.** Sales teams want to see how they can improve immediately. Retorio gives tangible recommendations within minutes. For teams that want to keep improving, that kind of speed matters.

Remote training provides greater flexibility. **Retorio offers unlimited feedback to every team member via a personalized account.**

IDENTIFY BEHAVIORS THAT DRIVE SALES, SERVICE, AND LEADERSHIP

Successful communication stems from understanding the other and acting thoughtfully. This is how Retorio supports BMW Group Retail Training to meet individual soft-skills gaps. With Retorio, employees receive AI-powered feedback and are able to react to typical everyday interactions with e.g. customers. Thereby, they become more self-aware and can address their personal strengths and weaknesses.

IDENTIFY INDIVIDUAL TRAINING NEEDS - OBJECTIVELY AND REMOTELY

Good coaches can identify such factors, but they aren't always present, when they are needed and are also an expensive solution. **By using Retorio's AI, employees receive support in scenario-training, identify best practice, and improve with instant feedback on soft-skills.**

OPTIMIZE SOFT SKILLS TRAINING FOR EACH INDIVIDUAL

"You can only manage what you measure", as the saying goes. In sales and service, leadership training is often not directly visible. **This is why combining Retorio with conventional trainings helps to increase their effectiveness.** BMW Retail now offers employees access to insightful training, whenever and wherever they need it.

Retorio
individuates
interpersonal
skill training

ON A GLOBAL SCALE