



3D App

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

The challenge

- Need to train large numbers of 'new' operators for its 98 bottling units , and the demand that it puts on experienced operators, triggered a need to try out new ways of learning and on-the-job performance support
- Convenient, on demand access to information required

The solution

- TIS used mobile-technology-based performance support to help improve the execution of such critical activities
- The mobile learning app is designed in Unity 3D to be a fully immersive experience for operators on the labeling machine
- The app is designed to mimic the best practice at Diageo of "Think, Look, Listen, Ask" to avoid compounding problems
- Goal was to increase operational capability, in order to reduce machine breakdowns and downtime

CASE STUDY



TATA INTERACTIVE SYSTEMS

www.tatainteractive.com



The result

- Diageo reduced the time it took to onboard 'new' operators, and reduce the reliance on Mastery-Level operators for machine operator training
- App found easy to navigate by operators and found to enhance their performance
- TIS & Diageo were recognized with a Bronze award for 3D Aps-DIAGEO under the Best Use of Mobile Learning category at the Brandon Hall Excellence Awards 2013

