

AIB International's 360 Virtual Food Inspection Hones Skills Outside of a Traditional Facility

AIB International and Infindude Creative Group
 Best Use of Virtual Worlds
 October 2019



Company Background



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| Company-at-a-Glance | AIB International |
| Headquarters | Manhattan, KS |
| Year Founded | 1919 |
| Revenue | \$46 million |
| Employees | 200 |
| Global Scale (Regions that you operate in or provide services to) | North America, Latin America, Europe, Middle East, Africa, China and Asia Pacific |
| Customers/Output, etc. (Key customers and services offered) | AIB International serves food manufacturers through training, inspections and consulting, research development, product development and certification. |
| Industry | Safety |
| Website | www.aibonline.org |

Company Background



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| Company-at-a-Glance | Infinitude Creative Group |
| Headquarters | Plano, TX |
| Year Founded | 2000 |
| Revenue | \$4,000,000 |
| Employees | 14 |
| Global Scale (Regions that you operate in or provide services to) | Global companies based in North America |
| Customers/Output, etc. (Key customers and services offered) | Learning Consulting & Strategy, Digital Learning, Digital Media Development |
| Industry | Learning & Development |
| Website | www.icglearning.com |

Budget and Timeframe

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| Overall budget | \$12,000 |
| Number of (HR, Learning, Talent) employees involved with the implementation? | 35 |
| Number of Operations or Subject Matter Expert employees involved with the implementation? | 12 |
| Number of contractors involved with implementation | None |
| Timeframe to implement | Six months |
| Start date of the program | August 2018 |

Business Conditions and Business Needs

AIB International is a small but mighty organization. Formed as a nonprofit organization, its primary purpose is to provide a fair and unbiased view of food inspection, primarily for baked goods, and how it can most effectively be done. AIB's task is to ensure the integrity of the industry, in multiple countries, in accordance with multiple guidelines. However, scalability is difficult. Demand is high for pre-FDA inspections, and as guidelines change, so do the requirements. With primary training of AIB's inspectors centralized in Manhattan, Kansas, the task of keeping the skills and certifications of its remote work force was straining against the demand, and even more modern forms of learning such as video or eLearning simply could not provide the level of detail necessary to shorten onsite training with much success.

To meet the demands of AIB's clients, it became necessary to scale the training function and eliminate time spent out of the market but still provide a semblance of reality in the education that was required. It became clear that the next best thing to being there was to be there virtually.

Overview

The challenge in creating a virtual world in the baking industry is that no two facilities are the same. Footprints are different, equipment used in one type of facility isn't used in another, not to mention the different manufacturers of the equipment — it's why the model had been what it was.

The key was determining what environments would most often exist in any baking facility, and creating environments based on that. AIB eventually settled on four areas: the wash bay, the cooler, dry storage and the sheeter. Regardless of facility production, these were areas that not only would most likely exist anywhere, but also incorporated many of the most common infractions during an inspection.

Each of these locations was captured using a 360-degree camera, and an interactive still of that area. Obviously, each room was prepped to allow for infractions to be discovered, some of which were obvious, while many others were less noticeable — and all required specificity to find them; the learner had to look in the right place for each infraction. Each room was scored upon completion, and follow-up session was set up with a trainer to discuss the simulated inspection.

The intention of this pilot was to determine if it would allow for the onsite training and certification to be compressed while not impugning the integrity of the exercise. The measurement for success would be if, upon completion of their pre-work in a virtual world, their experience carried over into the onsite training. Since this would also apply

to its clients' inspectors, their feedback would also be taken into account as to whether VR was an effective training option for AIB content.

Over a nine-month period, it was determined that the pre-work demonstrated an ability to decrease onsite training. Every client who piloted it wanted more of it, and expressed a willingness to pay a premium for it if it were available. Many clients cited the simple decrease of one day out of market delivered an obvious ROI, and many learners expressed that using the virtual world made it not only feel less like training but also made them more cognizant of small details during an inspection.

This tangible feedback led to AIB releasing an RFP for its second round of VR content, and an intention to fully develop multiple experiential modules for the market in general with specialized VR training for individual clients to more distinctly hone their proprietary needs.

Design

This project was designed using the platform CenarioVR. The platform allowed for AIB to not simply recreate a recognizable environment; it allowed the company to put the learner in that space without having to recreate it with 3D models of gaming engines. Simply put, the learner had no issue adapting to the environment, and the inability to move within the space — essentially having to rely on their vantage point observations — actually made them more aware of what needed to be looked at, and in what a standard real-world inspection would be.

Delivery

CenarioVR was also the perfect tool for AIB when it came to distribution. As AIB does not use an LMS, its primary mode of distribution has always been email. CenarioVR permitted that to still be the case. The course was hosted on CenarioVR Live — where all of the desired analytics could still be captured — and was simply able to be delivered as a link in an email. The learner followed the link to an HTML5 file and went through the experience on the web, using their laptop, smart phone or tablet.

Measurable Benefits

As discussed earlier, the goals of the pilot were met and decisions were made to take the content in this direction moving forward. Less time in onsite training created revenue for AIB's clients by allowing them to stay in market more, and the pre-work indicated a carryover once the onsite training began.

Overall

- Though the inspection process is unique to the facility, basic practices can be scaled through virtual reality.
- An LMS is not required at this time, making the investment more palatable.
- The virtual experience isn't simply a "gamified" inspection; it's a familiar environment that provides a perspective they had not experienced, and that creates better inspectors.
- Next up is to take these common environments and make them even more challenging; a second "level" is being discussed where the triggers don't actually appear, forcing the learner to more actively engage with the content and find the issues.
- The expectation is that VR can not only provide an ROI that AIB's clients can see, it will scale its ability to serve its clients in more ways.

About Brandon Hall Group

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