

## Volvo's Interactive eLearning Teaches New Truck Technology

Volvo Group Truck Sales North America  
Best Advance in Custom Content  
September 2017



### Company Background

# VOLVO

Company At-a-Glance	
Headquarters	Gothenburg, Sweden
Year Founded	1927
Revenue	Confidential
Employees	100,000
Global Scale	Production facilities in 18 countries
Customers/Output, etc.	190 markets served
Industry	Manufacturing
Stock Symbol	OMX Nordic Exchange Stockholm
Website	www.volvo.com

### Budget and Timeframe

Budget and Timeframe	
Overall budget	\$22,000.00
Number of (HR, Learning, Talent) employees involved with the implementation?	5
Number of Operations or Subject Matter Expert employees involved with the implementation?	2

Number of contractors involved with implementation	1
Timeframe to implement	90 Days
Start date of the program	Q3 2016

## Overview

Volvo Trucks offers “adaptive loading” on some long-haul truck models. In short, this means the trucks have an automated, liftable axle that provides the support and traction of a “6x4” configuration (the typical suspension of a truck where the weight of the payload is spread across four axles – also called “biased loading”) or a “6x2” configuration when needed.

This ability results in better traction in poor weather and better fuel economy overall. Because the axle lifts up, it is easier to connect and disconnect a trailer.

The 6x2 axle configuration is not new. Due to poor traction and mechanical performance over the years, 6x2 axle configurations had a negative perception in the market. Volvo, though, has improved and automated the system and was first to market in the United States with the updated technology. The technology was already successful in Europe.

Because of the negative perception of the 6x2 configuration in the marketplace, the Volvo sales staff tended to shy away from recommending the configuration to their customers. Drivers in general were unfamiliar with it because they hadn’t been exposed to the system. Volvo knew it needed a training program that would teach drivers how to properly use the system and teach salespeople how to sell it. Various media components (animation, video, interactivity) to provide realistic application in probable scenarios.

**Figure 1: Distribution of Weight to Axles in a 6x4 Configuration**



Source: Volvo 2017



Figure 2: Distribution of Weight to Axles in a 6x2 Configuration



Source: Volvo 2017

## Learning Objectives

The Volvo training team collaborated with a subject matter expert from Volvo Trucks and with Kick Learning to create a highly-interactive, online course with two modules to address the two distinct needs: how to drive it and how to sell it.

Priority was placed on the immediate need to train salespeople, and “Selling the 6x2 with Adaptive Loading” module explains the basics of adaptive loading, gives an overview of how to use it and demonstrates how to talk with customers about the 6x2 using Volvo’s value-based sales approach.

After the selling module was completed, design and development of the second module commenced. “Driving the 6x2 with Adaptive Loading” teaches drivers how to use the adaptive loading system. Salespeople are encouraged to view both modules.

### Module 1: Selling the 6x2

Upon completing this <25-minute module, students are prepared to:

- Identify the value the 6x2 with adaptive loading brings to customers.
- Identify appropriate applications for the 6x2 with adaptive loading.
- Identify customer benefits of the 6x2 with adaptive loading.
- Address customer concerns.



Figure 3: Selling the 6x2



Source: Volvo 2017

## Module 2: Driving the 6x2

Upon completing this <30-minute module, students are prepared to:

- Identify the functionality and features offered by Volvo adaptive loading.
- Identify modes and applications that can be applied using the dash switches.
- Operate the dash switches to select modes.
- Use the driver information display (DID) to read the pressure rating on the pusher and drive axles.



Figure 4: Driving the 6x2



Source: Volvo 2017

## Screenshots

### Module 1: Selling the 6x2

The first module sets the context. It begins with a Volvo Trucks salesman questioning his customer to identify the customer's specific application needs and verify that the 6x2 product solution matches those needs.

Figure 5: Meet the Customer



Source: Volvo 2017

Volvo strives to communicate their corporate values in all instructional materials, so it was important to connect the values to the product in the course: driver productivity, safety, fuel efficiency, uptime, and environmental care.

Figure 6: Values and Benefits



Source: Volvo 2017

Figure 7: Adaptive Loading Video



Source: Volvo 2017

A more detailed explanation of the difference between biased and adaptive loading was enhanced via animation, enabling learners to visualize the scales adjust according to the level of weight in the load.

**Figure 8: Biased Loading**



Source: Volvo 2017

In addition, the traction of the system was highlighted as a key benefit when driving in changing weather conditions.

**Figure 9: Adaptive Loading Demonstration**



Source: Volvo 2017



As the scenario continues, the learner follows the salesperson as he guides the customer through the use of the dashboard switches controlling the adaptive loading system.

This section is highly interactive. As the learner clicks each control, the salesperson explains the details as a model for the learner to imitate with a real customer. As the button controls are clicked, the readings on the Driver Information Display (DID) screen replicate a realistic view as supporting videos display the system in action.

**Figure 10: Modes of Operation- ECS and Bogie**

**Selling the 6x2 with Adaptive Loading**  
Modes of Operation – ECS and Bogie

**ECS Mode** 16 / 16  
ECS Manual Mode Ride Height  
0 psi 9 psi Normal  
(A) 33.5mi  
Ultra Low Sulfur Diesel Fuel Only

Mode	Operational Controls and Readings	Operational Intent	Application
Normal		To maintain the Electronic Control Suspension (ECS) in Normal mode, the driver should adjust the ride height to the desired level and ensure the suspension is properly adjusted to the vehicle's load and the road conditions.	General use
Ultra Low Sulfur Diesel Fuel Only		To ensure the Electronic Control Suspension (ECS) is properly adjusted to the vehicle's load and the road conditions, the driver should adjust the ride height to the desired level and ensure the suspension is properly adjusted to the vehicle's load and the road conditions.	General use

Click the icon to see a table describing the design intent and application for each mode.

Traction Control Electronic Control Suspension Bogie Diff Lock

Play Stop

Source: Volvo 2017

Printable tables can be downloaded to support the learner at the time of need.





Figure 11: Operation Mode

**6X2 WITH ADAPTIVE LOADING**

**OPERATION MODE**

MODE	IGNITION SWITCH	DESIGN INTENT	APPLICATION
	ECS SWITCH		
AUTOMATIC	ON	Automatic mode is the normal driving mode, set in the factory. A specified ride height is set to balance the weight on the axles for normal driving.	Normal driving
	UP - locked		
MANUAL	ON	By engaging the Electronically Controlled Suspension (ECS) and placing it in the manual mode, the driver can lower and raise the rear suspension to get under a trailer and lift it. When completed, the driver returns the ECS switch to automatic and the height changes back to the correct ride height.	Drop and load trailers
	DOWN - unlocked		
	UP/DOWN Switch	In up position, system raises 2" over normal ride height.	Landing gear lifting
STANDBY	Start with key 'on', move to 'off', move ECS switch down	Standby mode can be activated so that the suspension can be raised and lowered and the weight balanced with the key off. The system will remain in standby mode for up to four hours.	Liquid bulk trailers
SAFE (Limp Home)	ON	The system will go into safe mode when it detects an active fault in the suspension system, allowing the driver to adjust the height if necessary.	Automatic level control is deactivated.
	—		

Source: Volvo 2017

A driver is then introduced into the scenario to give his opinion of the adaptive loading system in the 6x2.

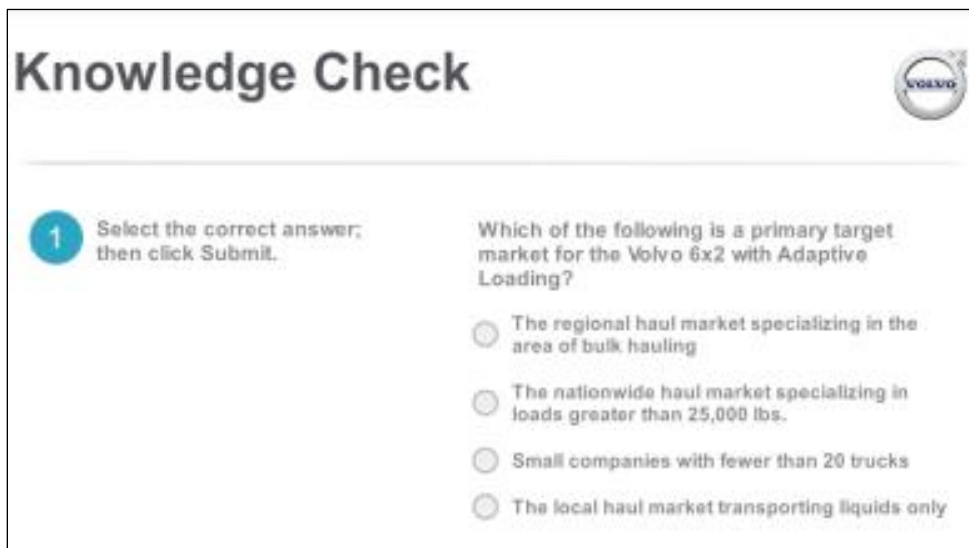
Figure 12: Feedback





Source: Volvo 2017

Figure 13: Knowledge Checks Included to Reinforce the Learning



Source: Volvo 2017

Figure 14: A Dash of Humor



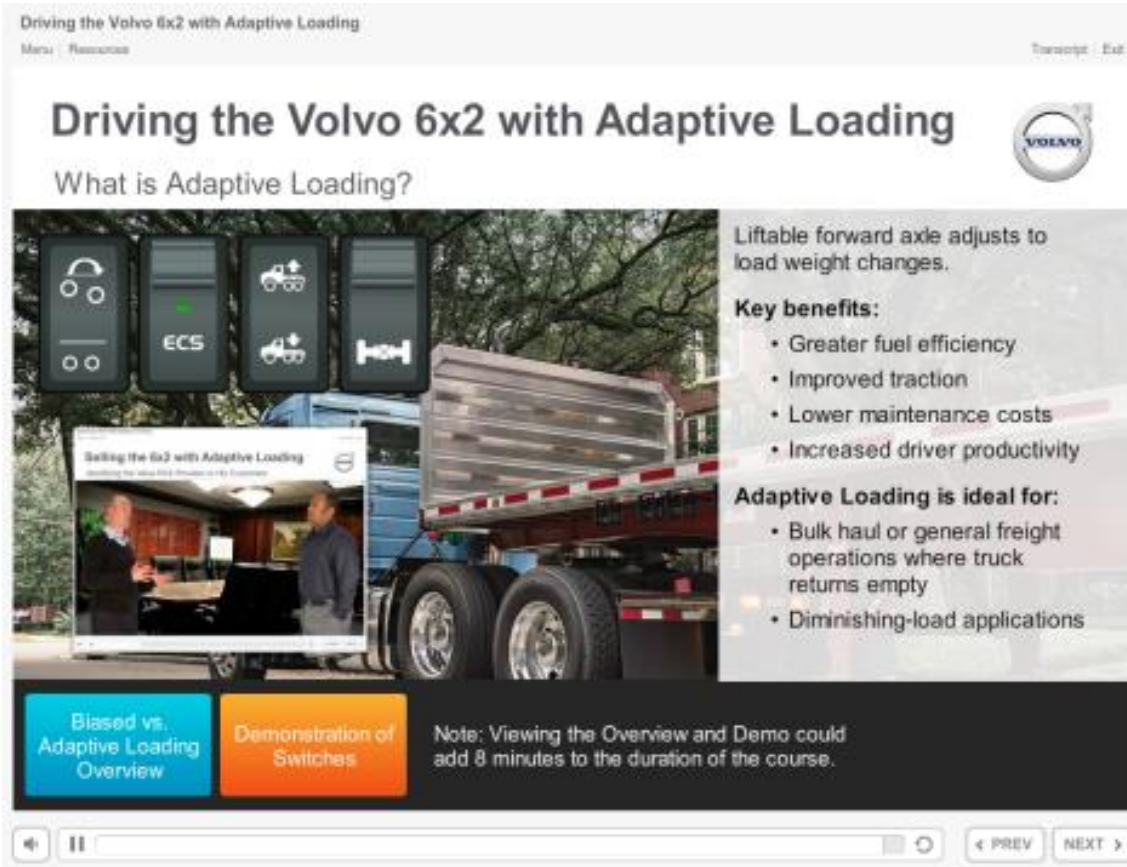
Source: Volvo 2017

### Module 2: Driving the 6x2

Because module 2 targets drivers as well as salespeople who already viewed the other module, drivers can opt to see the overview of the biased vs. adaptive loading and the demonstration of switches from the first module.

The content was repurposed from the selling module, and the learner is advised of the extra time needed should they choose to view the optional sections.

Figure 15: What is Adaptive Loading?



Driving the Volvo 6x2 with Adaptive Loading

Menu Resources Transcript Exit

## Driving the Volvo 6x2 with Adaptive Loading

### What is Adaptive Loading?

Liftable forward axle adjusts to load weight changes.

**Key benefits:**

- Greater fuel efficiency
- Improved traction
- Lower maintenance costs
- Increased driver productivity

**Adaptive Loading is ideal for:**

- Bulk haul or general freight operations where truck returns empty
- Diminishing-load applications

Biased vs. Adaptive Loading Overview

Demonstration of Switches

Note: Viewing the Overview and Demo could add 8 minutes to the duration of the course.

Source: Volvo 2017

The remainder of the driving module guides the learner through a typical day in the life of a driver using the 6x2 system. Following an introduction to the driver, the learner is presented with four scenarios.

Each scenario challenges the learner to guide the representative driver through the correct toggling of the switches to achieve a particular goal such as hooking up a trailer. Below is the landing page with descriptions of each scenario.

Figure 16: Scenario Overview



**Driving the Volvo 6x2 with Adaptive Loading**

Scenario Overview

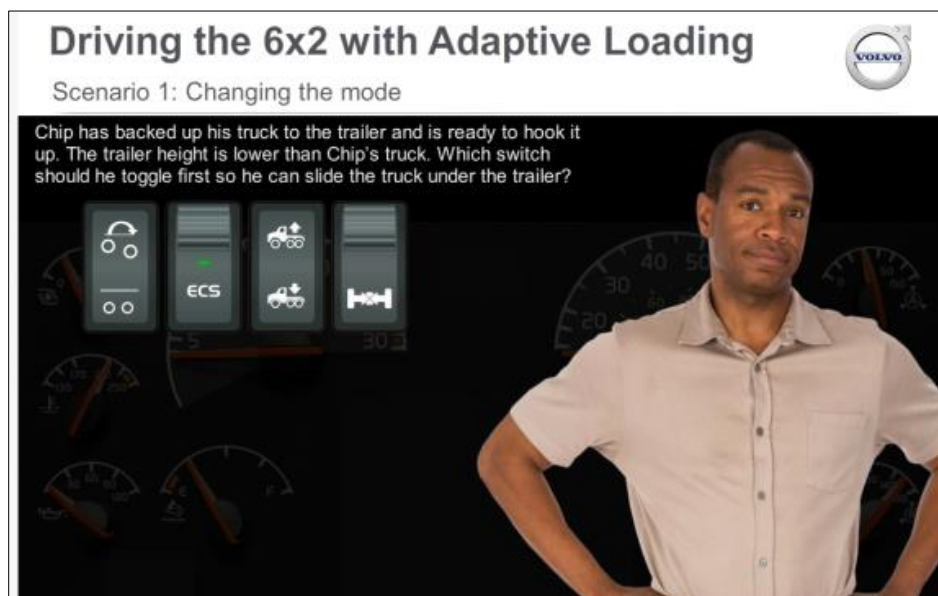
<b>Scenario 1: Hooking Up the Trailer</b> <ul style="list-style-type: none"><li>✓ Lowering the suspension height to hook up a trailer</li><li>✓ Hooking up all cables, locking the fifth wheel, and raising the landing gear</li><li>✓ Preparing to drive the truck</li></ul>	<b>Scenario 2: Loading the Truck</b> <ul style="list-style-type: none"><li>✓ Pulling into a loading dock</li><li>✓ Preparing the truck for loading of the trailer</li><li>✓ Encounter startability issues when leaving the loading dock</li></ul>
<b>Scenario 3: Driving</b> <ul style="list-style-type: none"><li>✓ Driving through changing weather and road conditions</li></ul>	<b>Scenario 4: Dropping the Trailer</b> <ul style="list-style-type: none"><li>✓ Returning home and dropping the trailer</li><li>✓ Lowering the landing gear, unhooking the cables, and unlocking the fifth wheel</li></ul>

Source: Volvo 2017

Source: Volvo 2017

Interactive questions help the learner immediately apply new knowledge, including which switch to toggle to perform a certain task. If the learner toggles the wrong switch, descriptive feedback displays to guide the learner towards a more accurate response.

Figure 17: Scenario 1



**Driving the 6x2 with Adaptive Loading**

Scenario 1: Changing the mode

Chip has backed up his truck to the trailer and is ready to hook it up. The trailer height is lower than Chip's truck. Which switch should he toggle first so he can slide the truck under the trailer?



Source: Volvo 2017

Source: Volvo 2017

When the learner chooses the correct switch, feedback displays along with a visual indicator to validate the answer and reinforce why the answer is correct.

Figure 18: Scenario 2



Source: Volvo 2017

Care was taken to be sure the scenarios were realistic: embedding the switches in the background graphics of the dashboard, showing changing weather conditions, and making sure the time and temperature on the DID aligned with the driver's actions.

Figure 19: Scenario 3



Source: Volvo 2017

The course concludes with a successful outcome – mission accomplished!

Figure 20: Scenario 4



Source: Volvo 2017

## Overall

Although needs were different for the two audiences, the Volvo training team was able to combine information to effectively present learners with a course that offers a choice of paths, relevant interactivity, and a solid foundation for comprehending and selling the 6x2 adaptive loading system.

- Importance of illustrating key functions of the system by using various media components (animation, video, interactivity) to provide realistic application in probable scenarios.
- Consideration of multiple audiences to provide a common baseline of understanding about key concepts and benefits of the product to ensure a consistent approach.



Of the Volvo Trucks salespeople who have taken the course on selling the 6x2 report, 100% report that the content is relative to their job and they will apply what they've learned immediately. The interactivity of both courses earned high praise.

"I now know where to recommend the 6x2 configuration to my customers and how to talk to them about it."

"Clear benefit and value from this course."

As the technology in trucks continues to evolve, Volvo will be adapting this design strategy for future courses.



## About Brandon Hall Group

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Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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