



Ensuring Safety Excellence: Comprehensive Safety Day Initiative

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A global leader in beverage alcohol, with operations in over 180 countries and a workforce of more than 27,000, is dedicated to sustainability and innovation, incorporating VR technology to enhance safety training.

Streamlined safety training with VR Technology

One of its bottling and warehousing sites prioritizes precision and safety. During their Safety Day event, they introduced Virtual Reality for immersive training experiences, utilizing specialized software to create customized VR training modules. These modules allowed employees to navigate simulations of potential workplace hazards, such as fire emergencies and cybersecurity threats. This approach not only made the training more engaging but also improved the retention of crucial safety protocols among the staff. The event was designed to meet the needs of various workforce segments, including workers, contractors, and visitors. Each group received training tailored to their roles. Workers participated in comprehensive sessions on accessing production areas and receiving emergency first aid training, while contractors focused on essential safety briefings and plant entry protocols.

Measurable outcomes and business Impact

The integration of VR into safety training has yielded significant benefits:



Increased Engagement and Efficiency:

VR makes safety training sessions more interactive, ensuring active participation and attention from employees.



Improved Safety Awareness:

Simulating real-life scenarios helps employees understand and react to hazards more effectively.



Enhanced Return on Investment (ROI):

More efficient training reduces time spent on sessions, decreases the number of safety incidents, and increases overall productivity.



Using the VR infrastructure provided, we could quickly implement two VR projects and incorporate them into our Safety Day, marking our first use of Virtual Reality.

John Dalziell, Governance Project Lead, Health & Safety.

Future plans and continuous improvement

Encouraged by the positive feedback received for the initial VR modules, the company plans to expand the technology's use to cover more complex aspects of workplace safety, such as operational risk assessment. This initiative aims to continue improving safety standards and training effectiveness.

Conclusion

The World Safety Day initiative exemplifies how innovative technology like VR can revolutionize traditional safety training. By making sessions more engaging and realistic, the company has not only improved learning outcomes but also reinforced its commitment to maintaining a safe and productive work environment. This effort highlights the ongoing dedication to blending technology with employee safety for better business outcomes.

About VRdirect

With its “VRdirect Studio” platform, the Munich-based software company VRdirect enables companies to design and publish their own virtual reality content completely without programming effort. Typical use cases of these VR apps range from corporate training and development processes, to recruiting and onboarding of personnel, to deployment scenarios in sales, customer support, or in the context of trade fairs. Once created, the content can be accessed on all common end devices. Users are thus brought particularly close to the action and have the feeling of really engaging with the simulated environment.

Further information at www.vrdirect.com

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