



Award winning learning solutions for the  
automotive industry

## Repairing Keys e-learning module

### Background

**By volume, keys represented the greatest number of warranty claims for Citroën in 2009. Costing the business in the UK over half a million pounds.**

However the majority of these keys can't be described as a 'manufacturing defect' they have simply been damaged accidentally or through misuse.

Clearly Citroën can't continue paying for new keys under their warranty scheme and from the new year, they will only settle bona-fide claims.

The commonest problem is that the key blade either no longer springs out or no longer goes back into the recess. The good news is that for 80% of keys this can be easily remedied in a few minutes by the dealership.

**Citroën asked e-learning specialists Autonomy, to develop a short video based e-guide explaining the cause of the problem and the remedy.**

Autonomy have pioneered the development of short 'quick win' learning modules that tackle technical & service issues within their client's dealer networks.

This technique, often know as rapid e-learning is a quick and very cost effective way of delivering training throughout the dealer network.

The course, which was available online was also used for Peugeot dealers who were experiencing a similar problem.

**Within 6 weeks over 1,600 dealer staff across the two brands had viewed the course.**

Citroën were delighted with the results, substantial savings in warranty payments have already been made.

But more importantly the response from their dealers was very positive. Through the e-guide they understood both why the warranty payments were being withdrawn and how they could now repair damaged keys.

**The cost of the e-guide was just £3,950, which represented a fantastic return on investment.**

Citroën & Peugeot expect to use similar video based e-guides in the future to resolve similar warranty issues.

An online evaluation form captured detailed user feedback, the results can be found on the following pages...

## Results after 6 weeks!

### Citroen

**401** people have viewed the course so far

**351** people took the quiz

**247** people scored 80%+, which is 70%

Average time spent – **23** minutes

### Peugeot

**1214** people have viewed the course

**892** people took the quiz

**766** people scored 80%+, which is 86%

Average time spent – **22** minutes

## What they thought!

Autonomy included an online evaluation form to see just what user's thought of the learning.

### Citroen

**89%** of users thought it was very easy or quite easy to **access** the course.

**92%** of users thought it was very easy or quite easy to **use** the course.

**95%** of users rated the **contents** excellent or good.

**100%** thought it was **relevant** to their job role. **97%** would **recommend** it to a colleague.

### Peugeot

**87%** of users thought it was very easy or quite easy to **access** the course.

**89%** of users thought it was very easy or quite easy to **use** the course.

**81%** of users rated the **contents** excellent or good.

**96%** thought it was **relevant** to their job role. **96%** would **recommend** it to a colleague.

We've included some specific comments on the next page...

The screenshot shows the Citroen e-learning course interface. At the top, there is a navigation bar with the Citroen logo and menu items: HOME, DISMANTLING THE KEY, REASSEMBLING THE KEY, ADDITIONAL INFORMATION, QUIZ, and CLOSE. The main heading is "REPAIRING KEYS". Below the heading, it says "Welcome to this short e-learning course." followed by a paragraph of text: "The most frequent warranty complaint relates to ignition keys; with around 500 being reported each month. This equates to about £500,000 of claims per year. Approximately 80% of the failures are as a direct result of accidental damage by the customer. The most common complaint is the blade failing to flip out, which in most instances, can be rectified within a few minutes by the dealer." Below this is another paragraph: "In this course we describe how to repair the key and show some other examples of damage not attributable to a manufacturing defect." and a final paragraph: "At the end of the course there is a short quiz to check your knowledge." To the right of the text is an image of a Citroen key. At the bottom right, there is a "START" button and a prompt: "Click on start to begin this course."

The screenshot shows a video player within the Citroen e-learning course. The navigation bar at the top is the same as in the previous screenshot. The video player displays a person in a light blue shirt and a yellow patterned tie, using a small tool to work on a Citroen key. Below the video player, there are standard video control icons: play, pause, stop, and next.

The screenshot shows another video player within the Citroen e-learning course. The navigation bar at the top is the same. The video player displays a close-up of hands using a small tool to reassemble a Citroen key. Below the video player, there are standard video control icons: play, pause, stop, and next.

**This is a fantastic idea for training in a simple format.**

**Course content good and easy to access and understand...Thanks.**

**Course was very useful and this information will be used on a regular basis at our dealership.**

**I really liked the video on this course it was easy to follow**

**All training courses would be easier in this format. Or any other warranty repair that can be carried out (like the key fault shown).**

**MORE COURSES LIKE THIS WOULD BE BENEFICIAL**

**Very informative and a quick repair method for spring fault easily learnt**

**FORTUNATELY I HAVE CARRIED OUT RE TENSIONING OF KEY BLADES FOR QUITE A WHILE, I COULD HAVE NOT DONE IT ANY BETTER! WELL DONE**

**Good idea doing to training this way**

**More video courses like this**

**More online videos of new features and how they work and what they**

**Good info could use more like this one**

**This course will help with customer satisfaction and save a return visit to the dealership for a key which has to be ordered.**



## Who are we?

Autonomy is an award winning company that specialises in the development of innovative eLearning solutions for the automotive industry.

Our team are based in the village of Olney near Milton Keynes. Here our courseware designers have all worked in the industry as trainers, while our production facilities include video shooting and editing facilities, graphic design, DVD and multimedia authoring.

It's this unique combination of technical expertise and creative flair, which makes our learning solutions so successful.

Our clients include Aston Martin, Audi, Autoglass, Bentley, BMW, Citroën, Daihatsu, Delphi, Kia, Mercedes-Benz, Peugeot, Porsche, SEAT, Skoda, Subaru and Volkswagen.

While outside the automotive industry we develop course material for the Open University probably the largest provider of distance learning in the world.

## And we have standards!

In 2003 Autonomy achieved the ISO 9001 the worldwide quality management standard and the ISO 14001 standard, which covers environmental management issues.

## Project Management

In our experience the success of any project depends on good project management. Therefore, for every project we appoint a 'Project Manager'.

It's their responsibility to coordinate all the people and processes involved in producing the project and to keep clients up-to-date on our progress.

Our project managers keep the project on track, on time and on budget. They make sure that each stage of the process is checked; agreed by everyone and documented [this is where our ISO procedures can really help].

## and we've won some awards!

Its always nice to be recognised by your industry for good work.

During the last 5 years we've either won or been shortlisted for no fewer than 10 industry awards, including 'best production company of the year', 'best interactive project' and 'best e-learning solution of the year'.



## Each year we ask our clients just what they think about us...

"Everyone I have dealt with there has always been extremely helpful and they're always willing to go the extra mile to make sure deadlines are reached wherever it's humanly possible."

"Every time we need them, there is somebody who can help."

"They are very flexible in that they listen to their customers and are willing to respond and change how they work to help."

"I think they're the best, they've worked for us now for over 15 years!"

"They're absolutely excellent. We have no cause whatsoever for complaints."

"I can't sing their praises enough. They really are an excellent company and an excellent service provider."

"It almost sound too good to be true but I have to say that, so far, Autonomy has always been able to deliver anything I've asked them to do."

## Autonomy Multimedia Ltd

1 Spring Lane, Olney, Bucks  
MK46 5BN

Tel: 0044 (0)1234 240552

Email: [Chris@autonomy-multimedia.com](mailto:Chris@autonomy-multimedia.com)