TALENTQUEST

Immersive **LEARNING** is Driving ROI at **SPIRIT AIRLINES**

EXECUTIVE **SUMMARY**

Most businesses require employees to use equipment or machinery to perform their jobs. This necessity can sometimes lead to unintentional workplace incidents resulting in damages or injuries. In fact, workplace accidents cost organizations billions of dollars every year.

While they cannot be fully eliminated, there are ways to significantly reduce these events and their associated costs.

Spirit Airlines did exactly that.

BACKGROUND

According to aviation industry experts, 5% of aircraft around the world suffer damages "on the ramp" every year. Aside from being a threat to human safety, these occurrences also cost airlines millions of dollars.

One of the more complicated procedures that causes such incidents is the "pushback," a procedure in which the aircraft is pushed backwards from the airport gate using external power. Typically, a specialized ground vehicle attached to the nose landing gear moves the aircraft back.

"Nearly 87% of accidents that happen on a ramp occur during an aircraft pushback," says the International Air Transportation Association. In 2017 Spirit Airlines experienced a number of minor incidents, and one major incident which was quite costly.

Determined to reduce these types of incidents and their resulting costs, Spirit Airlines decided to investigate Immersive Learning.

TRANSFORMING THE LEARNING EXPERIENCE

Given the complexity of the pushback process, which includes not only following a series of individual steps but also managing equipment and machinery with many moving parts, implementing an immersive learning program seemed like a promising solution. Spirit Airlines initially considered designing a Virtual Reality (VR) experience, but the idea of their users being able to feel the steering wheel was far too enticing.

FROM **VISION** TO **REALIZATION**

> **"I had a vision and TalentQuest helped us successfully bring it to life."**
>
> **- Bob Reynolds,**
> Sr. Manager Training and Quality Assurance,
> Spirit Airlines

From Scope Summary, to Learning Strategy, Visual (Creative) Strategy Development, and Functionality, to the actual Solution Architecture and Design, Project Plan and subsequent Maintenance Plan, TalentQuest worked right beside us to bring our simulator training solution to fruition.

To execute the Learning Strategy developed for Spirit Airlines, TalentQuest's lead designer spent several days on site at the airport and on the ramp, mounting GoPro cameras on the front of the pushback vehicle and talking with the personnel who perform the task. TalentQuest then videoed how the operation works, capturing everything that happens around the aircraft, including staff members pushing and maneuvering airplanes.

Take a look.
Steps through the simulation.

A NEW NORMAL FOR SPIRIT AIRLINES

Spirit Airlines trainees still learn the mechanics of the process in the classroom, but now before they begin "live" training, they practice pushbacks using the simulator. By the time they begin working on the ramp, their proficiency has been established thanks to approximately 8 hours on the simulator. The immersive learning process lets them practice various scenarios, including night-time driving.

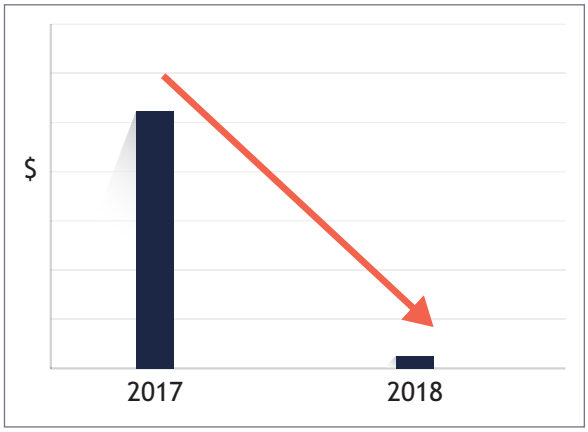
Simulator training **helps the trainees learn from their mistakes without experiencing any of the risks** associated with working with real aircraft. Spirit Airlines has discovered that if their employees can drive the simulator, they can drive the real thing.

In addition to using the simulator to replicate driving the ground vehicle and performing the pushback, trainees are able to do even more. Spirit Airlines wanted the training to include the complete process, they are **using the new immersive learning experience to reinforce every step** employees are required to do, from A-to-Z. Per Bob Reynolds, "That's an added bonus for us".

INNOVATIVE TRAINING **YIELDS RESULTS**

Since implementation in December 2017, Spirit Airlines has successfully achieved:

- ✓ **A considerable decline in minor incidents.**
- ✓ **Reduced major pushback related incidents.**
- ✓ **A substantial decrease in reportable incidents estimated costs.**



CHECKLIST FOR **SUCCESS – BOB'S TIPS**

01 **Keep learning innovative and relevant**. Review your organization's current training programs. Explore opportunities to improve your training by making it more "hands on" and experiential.

- Ask yourself "how can I make this work in my world".

02 **Select learning technology that best matches your specific training needs**. We evaluated various immersive technologies with TalentQuest, including Virtual Reality, but always came back to simulation. It was the best fit as it provided a true "hands on" experience. We wanted the users to feel the steering wheel, use the gas, and feel like they were actually pushing the airplane.

03 **Involve staff in development and testing**. For this project, we selected various staff members to work with TalentQuest in order to demonstrate and explain all of the processes they perform. We then brought them back during testing so that they could drive the simulator and test it for realism.

04 **Validate user acceptance and engagement**. We initially launched in all domestic locations and ran our certified trainers through the process. There was a lot of positive feedback, with typical comments being "it's really real," and "it's kinda fun." The simulator was readily accepted, and the experienced staff were impressed with the realism of the simulation experience.

05 **Leverage analytics for continuous improvement**. With the online portal TalentQuest provided as part of our solution, we can better administer and manage the program as well as determine training effectiveness thanks to our immediate access to user training analytics. We now have a better understanding of where mistakes are being made, at what specific airports, and with what trainers, so that we can further customize and improve our training experiences for each individual.

> **"From inception to implementation, TalentQuest met all of our requirements and timelines. We would definitely work with TalentQuest again."**

- Bob Reynolds

FIND YOUR OPPORTUNITIES FOR EXPERIENTIAL LEARNING

START MY DISCOVERY NOW

ABOUT **SPIRIT AIRLINES**

Headquartered in Miramar, Florida, Spirit Airlines, Inc., is the seventh largest commercial airline in the United States. It operates more than 600 daily flights to 73 destinations throughout the US, the Caribbean, Latin America, and South America.

ABOUT **TALENTQUEST**

TalentQuest has a 45-year history of helping our clients unleash the power of their people. Fueled by behavioral science and our proprietary TQ Talent Insights™, our innovative Talent Management and Development solutions enable organizations to shift from a one-size-fits-all to an individualized approach to talent management and development.

Our Talent Development Solutions feature:

- Custom built interactive and realistic job simulations and immersive learning experiences, incorporating 3-D, virtual reality and augmented reality - all which can be delivered remotely on a variety of devices.
- Custom e-learning content development (traditional Bloom's Level 1 and Level 2 online e-learning).
- A library of instructor-led and blended leadership training programs.
- The TQ Leadership Series: micro-learning designed to help leaders acquire the skills they need to guide, inspire, and motivate their teams.

TALENTQUEST

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