

Case Study LFT



Lufthansa Flight Training uses imc's modern learning technologies for training



LFT und imc

Training that inspires

Customer

- Lufthansa Flight Training GmbH (LFT) is a wholly owned sub-sidiary of the Lufthansa Group
 - Since 1997, LFT has been providing training and continuing education to flying personnel on a global scale
 - With a total of 41 cockpit simulators and training sites in Frankfurt, Berlin, Bremen, Cologne, Vienna, Munich, Essen, Rostock, Vero Beach, FL and Phoenix, AZ (U.S.), LFT is one of the largest European training providers for pilots and flight attendants
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Challenges

- A changing number of participants resulting in the necessity to quickly adapt to fluctuating training needs
 - A large share of on-site-training
 - An increasing number of content requiring documentation according to regulations by Luftfahrt-Bundesamt (“Federal Aviation Office”, the German aviation authority)
 - Aspiration to train participants to the same high quality standards at different training sites cost-effectively
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Solution

- Establishing a blended learning concept to combine online and on-site-training in the best possible way
 - Introducing a learning management system to train future flight attendants hosted in Microsoft Azure Cloud
 - Using an intelligent platform to provide the diverse learning content and to facilitate system administration
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Advantages

- Faster distribution of standardized learning content to all training sites
 - Possibility to select learning content depending on individual needs
 - Maximum platform scalability according to the number of participants
 - Fast preparation and implementation of new training offers
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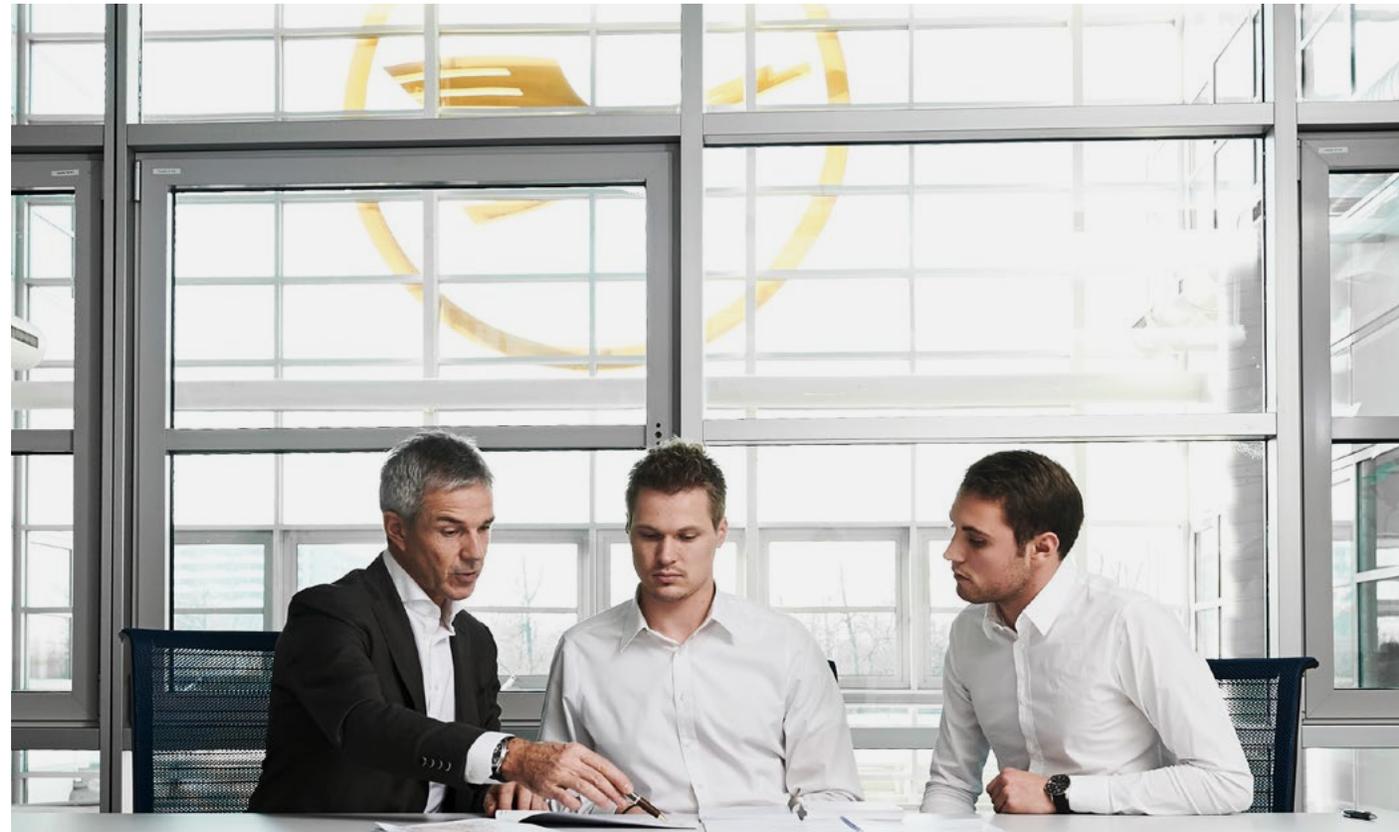
About Lufthansa Flight Training GmbH

Lufthansa Flight Training GmbH (LFT) is a wholly owned subsidiary of the Lufthansa Group and, has been providing training and continuing education to flying personnel on a global scale since 1997. In addition to flight operators within the Lufthansa Group, more than 200 airlines worldwide rely on LFT for their staff.

The product portfolio includes basic training for both pilots and flight attendants, flight simulator trainings as well as services and emergency trainings. With a total of 41 cockpit simulators and training sites, LFT is one of the largest European training centers for pilots and flight attendants. In 2014, LFT GmbH generated an overall operative result of € 164m and provided employment for 522 people.

Additional information on Lufthansa Flight Training GmbH can be found at:

www.lufthansa-flight-training.com





One mission – many participants

Training pilots and flight attendants according to the highest quality standards, professionally and always up-to-date – that is the mission at Lufthansa Flight Training. To achieve this objective, the company relies on tested didactics concepts, the expertise and experience of its instructors as well as modern learning technologies.

As such, LFT, which is a subsidiary fully owned by the Lufthansa Group, is among the companies that pioneered in the application of e-learning for the initial and continuing education. In the 1990s, the company was already equipped with the latest technological standards and started to incorporate multimedia web and computer-based trainings (WBTs and CBTs) for the education of flying personnel, allowing training personnel to transfer more content from on-site trainings to online trainings which meant greater flexibility.

An integrated, modern and ready-to-use training platform was needed.

It is, however, not yet sufficient to meet the different airline requirements instantly.

Additionally, Lufthansa Flight Training holds an obligation to observe any regulation or policy set out by Luftfahrt-Bundesamt (LBA, the German aviation authority) and where necessary, to incorporate those into the curriculum. “Trainings at Lufthansa Flight Training are a very volatile business. One of our customers buying new planes, LBA defining new learning content or an increased demand for flight attendants, these are situations, where we have to react quickly,” says Udo Link, Head of E-Learning at Lufthansa Flight Training.

The solutions already available within the company were no longer sufficient to meet these requirements. The time had come to implement an integrated, modern and ready-to-use training platform.

In the Cloud – right from the start



In the summer of 2010, LFT decided to implement a Learning Management System (LMS) for the flight attendant training. It wasn't difficult for the company to find the right provider. imc's Learning Management System had already left a good impression at Lufthansa Group's headquarters, so it was obvious to build on this experience.

Intelligent combination of online trainings with on-site-trainings is as easy as 1-2-3.

LFT chose the cloud-based version of the multi-award winning imc Learning Management System, the imc Learning Suite. Together with the partner Microsoft, imc offers a ready-to-use and easily scalable Software as a Service LMS solution that is instantly available.

This provides LFT with the utmost flexibility and opportunity to react to both changing numbers of participants as well as changing training contents in real time. And thanks to the LMS, integrating online trainings with on-site-trainings is as easy as 1-2-3.

Future flight attendants, for instance, have to complete a two-day online, before they arrive at the education center for their first on-site-training.

This helps LFT to ensure that all participants are prepared and at the same level before starting the training. imc Learning Suite enables the implementation of a standardized and integrated blended learning approach while significantly reducing administrative tasks.



From A to Z – imc Learning Suite offers an integrated solution



With imc Learning Suite, we were able to achieve a lot, which used to be a real challenge for us. Processes in ongoing education are much easier to document and to administer than before.

Udo Link,
Head of E-Learning,
Lufthansa Flight Training

During the first pilot project five years ago, four training courses were implemented and evaluated through the LMS. To compose their master's thesis, a student took an academic approach to the evaluation, surveyed the learning success and measured it accordingly. Based on the very good pilot experience, the entire curriculum for flight attendant training was transferred to the blended learning concept using the imc Learning Suite.

Implementing changes immediately

LFT mainly uses LMS-based e-learning to enable future flight attendants easy access to the learning content regardless of their location. At the same time, the Lufthansa education center values the possibility to implement changes and adaptations to the curriculum instantly. "Luftfahrt-Bundesamt is in charge of checking and determining the curriculum and has set a number of very stringent regulations for flight attendant training. Especially with regard to safety-related content, possible changes here need to be implemented at once. imc Learning Suite provides invaluable assistance," says Udo Link.

Sustainable motivation increase

Lufthansa Flight Training uses imc's comprehensive learning technology in all its depths. Training experts at LFT not only work with the basic functions an LMS has to offer, such as providing multimedia learning content, participant administration or tutor support. LFT understands that high learner motivation leads to excellent results and encourages these results by offering moderated chats for trainees to chat with tutors while they are at home. At the end of every larger learning unit, a self-assessment is scheduled allowing participants to assess their performance. For teaching content that requires documentation for Luftfahrt-Bundesamt, LFT applies mandatory testing. Participants who have successfully passed such a test will receive a corresponding certificate.

A great future – an intelligent training concept

Five years after having set-up imc Learning Suite, the results speak for themselves. It only takes a few clicks to change the training offered and to incorporate additional learning content. Having forged an intelligent connection between prep courses and practical training, providing hands-on experience, thus efficiently using the blended learning approach, has helped LFT to significantly reduce training costs without having to compromise on the training quality.

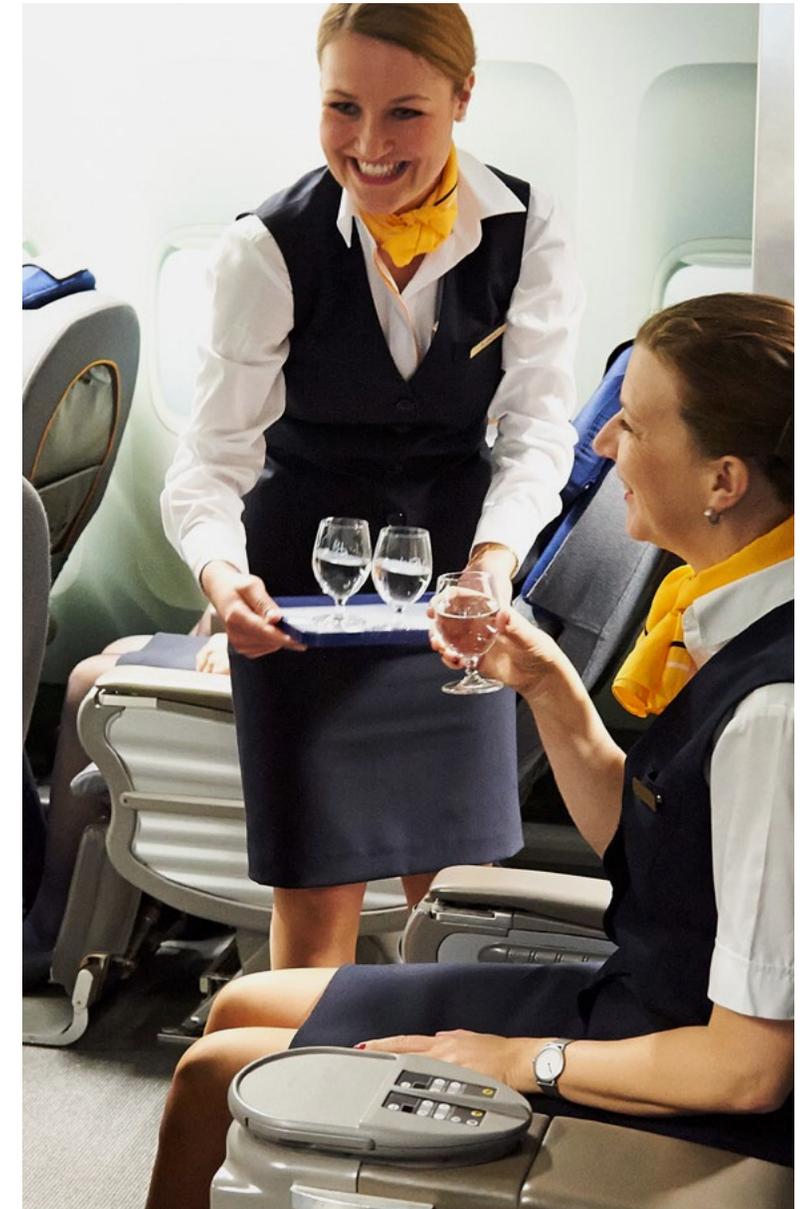
Udo Link, the Head of E-Learning, is thrilled: “With imc Learning Suite, we were able to achieve a lot, which used to be a real challenge for us. Processes in ongoing education are much easier to document and to administer than before.”

Training costs were reduced significantly.

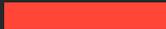
LFT still wants to do more with imc’s LMS. At the moment, other training concepts are being adapted for LMS-based e-learning.

With support from imc, Lufthansa wants to put a stronger focus on social learning and plans to incorporate more collaborative elements to give participants more freedom. “We are confident that Learning 2.0 will soon become a reality for our learners thanks to our partnership with imc!” says Link. To provide every flight attendant with a mobile device allowing them to access training content without having to depend on a device is one of the things, currently being considered at Lufthansa.

Furthermore and in line with the group’s ongoing consolidation, the company plans to further standardize their international learning activities, meaning that everyone who decides to attend a Lufthansa training will benefit from the same high quality standards and transparency anywhere in the world.



Rewrite the way we learn



With more than 20 years experience, 12 international locations and 300 employees and more than 1.200 customers worldwide: imc is the leading full-service provider for digital training.

We make learning better – by redefining (rewriting) the way we learn.

Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions – worldwide.

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