



iManSys user report – working together for success

# FrieslandCampina GmbH



**iManSys<sup>®</sup>**

*Make everyone count.*

Increase employee and manager awareness on the topic of eLearning

# A combination of numerous eLearning methods at FrieslandCampina

Switching from classroom training to eLearning often brings many advantages for a company. Organisation time and the costs of using external trainers can be reduced. Employees also benefit from more flexibility. However, especially for those who are less familiar with digital media, fear of contact quickly sets in. It isn't always easy to gain acceptance from all employees when implementing eLearning.

## Project partners

**domeba**  
distribution GmbH



**Matthias Domes**  
CEO

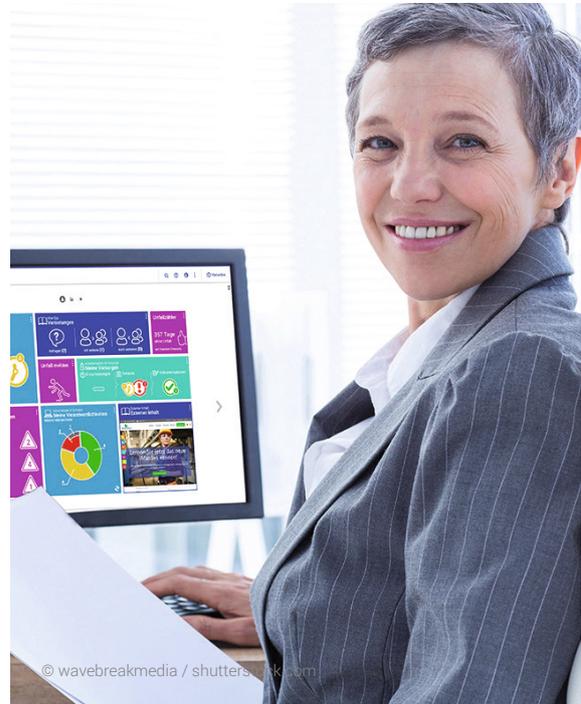
**FrieslandCampina**  
Germany GmbH



**Angelika Leibersberger**  
HR manager, Trainer

## Challenges

At FrieslandCampina Germany GmbH, employee compliance training was previously carried out in the form of internal and external training. Organising and assigning training dates took up a lot of time and costs. In addition, this format meant that successful employee learning could not be measured or ensured. Since training dates were also accompanied by interruptions to work processes and routines, this had a negative impact on participant's learning concentration. To enable employees to learn more flexibly and sustainably, FrieslandCampina switched to eLearning concepts. Since this is mostly uncharted territory for the employees, it was important to encourage acceptance of this new concept.



## Learning needs

With the help of iManSys compliance management software from domeba distribution GmbH, FrieslandCampina hoped to organise eLearning at four different factory locations in the future. The systematic combination of numerous eLearning methods sought to ensure acceptance among employees.

When developing the eLearning programme, the focus was on the time and location-independent implementation of qualification measures in order to reduce the organisational effort accordingly. In order to ensure the learning success of the employees, the use of comprehension tests was also necessary. >



***iManSys compliance management software enables training courses that are independent of time and place. That goes down well with FrieslandCampina employees.***



Angelika Leibersberger  
HR manager, trainer

## Project outcome

With the use of iManSys compliance management software, personal, electronic and virtual qualifications of employees, external company personnel and visitors can now be combined, organised and documented. The software module 'Instruction & Training' from iManSys enables managers to flexibly design and set a wide variety of learning content in the form of web-based training. The works council also uses the software to distribute relevant information briefly and concisely in the form of content sharing to employees. Employees are individually assigned the relevant learning content by their supervisor. Execution is possible regardless of time and location. In this way, learners can decide for themselves whether they prefer a personal learning environment or workplace learning. The only requirement is the set time frame for completing the learning content.

Interactive learning elements, for example quizzes and comprehension tests at the end of each learning unit, ensure employee learning success, at the same time as providing variety. Intuitive operation of the software supports learner concentration and promotes intensive discussion of complex compliance issues. The focus on short and essential content reduces the cognitive load on employees, at the same time as increasing their motivation to learn. Since the training instruction courses are repeated regularly at set intervals, sustainable employee learning success is ensured. External company personnel and visitor management at the various factory locations is also organised using the software. They are informed about potential hazards and rules of conduct through extensive safety training. Visitors and external parties are given access to terminals in order to complete the course. The training documents and comprehension test questions are already stored here. >



### Company Info

## FrieslandCampina Germany GmbH



 **Client since:** 2008

 **Employees:** approx. 1300

 **Industry:** Food industry

A visit to the factory premises is only approved after the training session has been successfully completed. Information on the training courses that have already been completed are also stored after the factory visit in accordance with data protection regulations in order to avoid repetition on any subsequent visits. Since the learning software is available in 28 different languages, it also simplifies the management of foreign-language visitors and guests.

The employees at FrieslandCampina see clear advantages, in particular, in the flexibility of carrying out training and instruction courses, which enables them to carry out eLearning at any time and location. Through feedback discussions and employee surveys, mental hurdles and scepticism could be overcome right from the start of implementation.

## Conclusion

By implementing iManSys compliance management software, FrieslandCampina has successfully switched from classroom training to eLearning. Thanks to the various learning methods that iManSys combines, it is also easy for employees to switch to digital learning. You can decide for yourself when to study and whether you prefer to do so in a personal learning environment or at work. The company has met with great approval from its employees.

The eLearning Journal jury honoured the two project partners FrieslandCampina Germany GmbH and domeba distribution GmbH with the eLearning AWARD 2018 in the category 'eLearning acceptance' for successful implementation.



### Info

## Requirements

By switching from classroom training to eLearning, the managers should be relieved of organisational and time expenditure and employees should be able to learn independently of time and location in order to avoid production downtimes and ensure successful learning.

## Special features

The iManSys software combines a wide variety of approaches and learning methods: from web-based learning and content sharing to workplace learning and personal learning environments. This is particularly beneficial for the employees, as they can now choose their preferred learning environment and organise their learning flexibly.



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domeba®

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*Everyone counts.*

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