

COMPANY



INDUSTRY

Microscopy

HEADQUARTERS

Oberkochen, Germany

EMPLOYEES

43.000

USE CASE

Service & Support



CASE STUDY

ZEISS IMPROVES FIELD SERVICE ENGINEER TRAINING WITH VR SOLUTION

As the world's leading manufacturer of microscope systems for life sciences, materials and industrial research, as well as education and clinical practice, ZEISS Research Microscopy Solutions identified virtual reality (VR) as a global strategic key component of its training for its Field Service Engineers (FSEs).



We quickly determined VR would play a key role in helping us reach our goals for the service department over the next years. A more efficient way of training our FSEs through immersive technology improves our service quality greatly.



THE CHALLENGE

For ZEISS, delivering exceptional customer service meant overcoming substantial financial and logistical challenges inherent in traditional in-person training. Travel costs and potential equipment damage during training necessitated a reimagined approach. ZEISS sought a solution to enhance training outcomes, cut expenses, and align with its mission to advance service standards.

LOTHAR BIHLMAIER

—
HEAD OF GLOBAL TECHNICAL SUPPORT, ZEISS RESEARCH MICROSCOPY SOLUTIONS

SOLUTION & BENEFITS

THE IMPACT OF THE VR SOLUTION ON ZEISS' FSE TRAINING EXPERIENCE



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We started VR training with products that FSEs were already familiar with and have moved on to slightly different products that require the same actions. We no longer need classroom training for these.

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RENÉ SEWCZ

INTERNATIONAL TECHNICAL SUPPORT
FE-SEM / CROSSBEAM, ZEISS RESEARCH
MICROSCOPY SOLUTIONS

THE SOLUTION

By adopting the realworld one VR training solution, ZEISS has crafted a comprehensive training environment that fosters skill development and hands-on experience without the constraints of physical proximity. It allows FSEs to engage deeply with the equipment and processes, driving home both the scientific knowledge and the practical skills they need.

KEY BENEFITS

- **ENHANCED KNOWLEDGE RETENTION:** VR training significantly strengthens muscle memory, boosting knowledge retention rates up to 90 %.
- **ACCELERATED CERTIFICATION PROCESS:** Interacting with virtual replicas of ZEISS products, new FSEs rapidly acquire the hands-on experience needed for certification.
- **COST-EFFECTIVE REPEATABILITY:** FSEs can repeatedly practice procedures with the VR solution, reinforcing skills without incurring extra costs.

Additionally, VR training at ZEISS has improved feedback through recorded sessions and contributes to the company's sustainability goals by reducing the carbon footprint, aligning with ZEISS's aim for carbon neutrality.

ABOUT REALWORLD ONE

realworld one is a technology company focused on extended reality (XR) solutions for the life sciences community. Customers include Lonza, Cytiva, ZEISS, Sartorius and Agilent among others.