

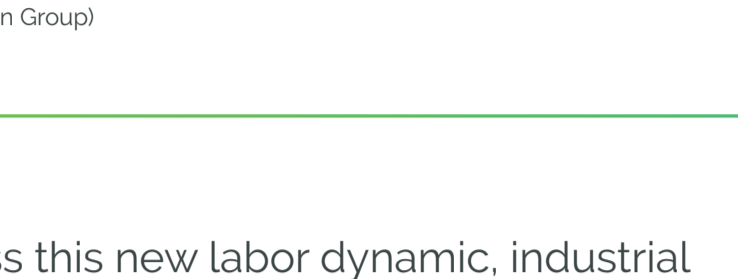
3 Reasons

AUGMENTED REALITY



Will Improve Your Workforce Training

Traditional training methods for the industrial workforce are expensive and ineffective. Best-in-class organizations are turning to augmented reality to help them overcome the growing skills gap and remain competitive. Why?



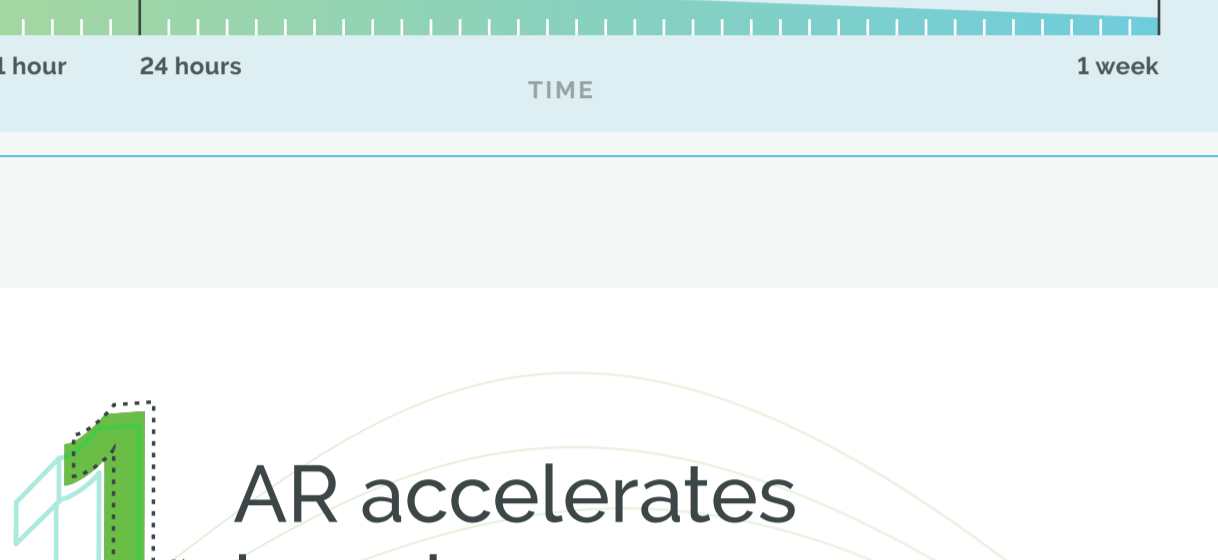
"66% of companies with onboarding programs claimed a higher rate of successful assimilation of new hires into company culture, 62% had higher time-to-productivity ratios, and 54% reported higher employee engagement."

(Source: Aberdeen Group)

To address this new labor dynamic, industrial manufacturers are implementing modern training strategies. AR delivers tremendous value for training use cases with visual, highly-engaging training experiences.



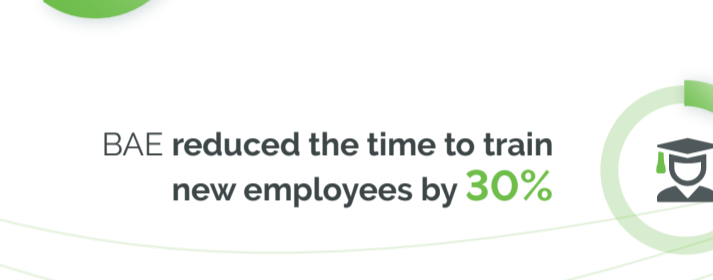
The Service Council reported **70%** of service orgs will be burdened by the knowledge loss of a retiring workforce



Traditional training methods are inefficient and ineffective for frontline workers as workers will forget 50% of information within one hour, 70% within 24 hours, and 90% over a week.

1 AR accelerates learning curves

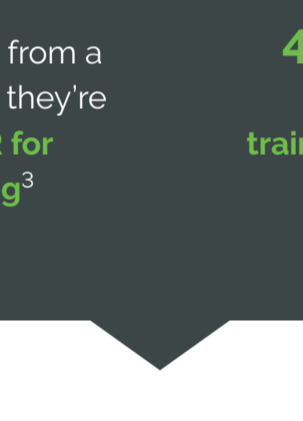
The visual nature of AR speeds time-to-productivity for new workers by helping them understand products, procedures, and workflows faster. AR is more closely aligned with how younger, tech savvy, digital natives learn and improves knowledge retention by showing vs. telling.



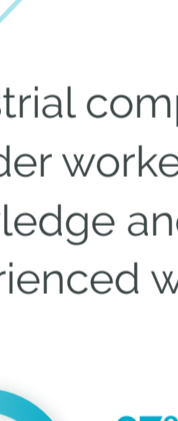
Forrester TEI study: manufacturers can **reduce new hire training time by 50%**²



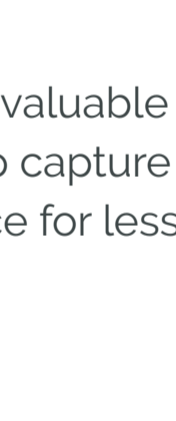
BAE reduced the time to train new employees by **30%**



HOW DO YOU MEASURE UP?



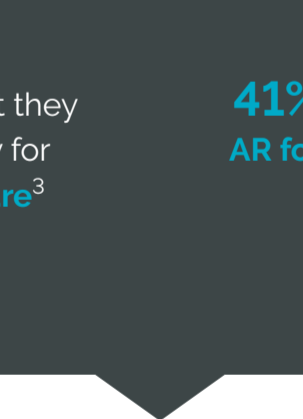
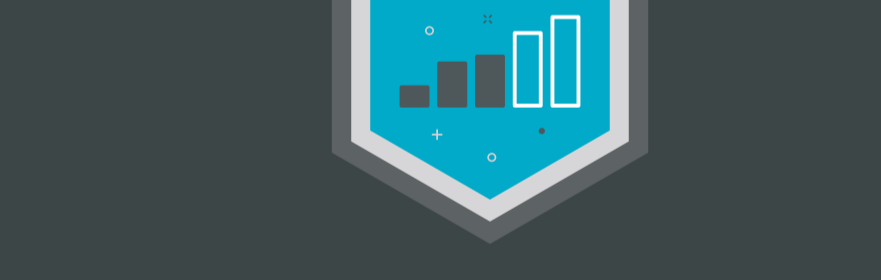
39% of respondents from a recent IDC survey said they're **currently using AR for employee training**³



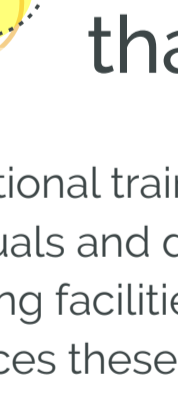
43% said they plan to be using **AR for employee training in the next 12 months**³

2 AR prevents knowledge loss

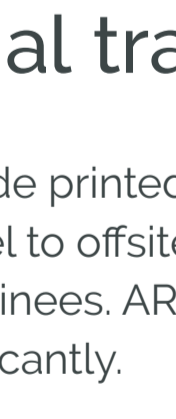
Industrial companies stand to lose valuable expertise as older workers retire. AR can help capture their knowledge and turn it into guidance for less experienced workers.



HOW DO YOU MEASURE UP?



32% indicated that they use AR specifically for **knowledge capture**³



41% said that they will be using **AR for knowledge capture** within the **next 12 months**³

3 AR is more cost effective than traditional training

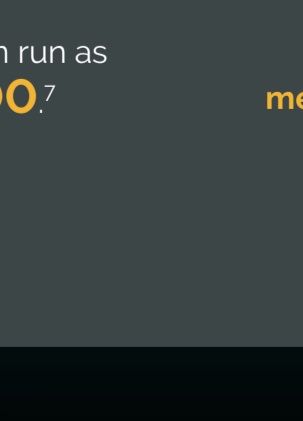
Traditional training expenses include printed manuals and documentation, travel to offsite training facilities, and wages for trainees. AR reduces these training costs significantly.

The **key cost saving** comes from the fact that **AR drives faster learning curves** for trainees.¹

Among the many training use cases companies are utilizing AR for, **training classes without travel was the top reason (66%)**, followed by video capture for later training playback (52%).¹



Only **12%** of workers apply skills from training to their jobs⁴ and the estimated total loss from ineffective training to a business is **\$13.5 million per 1,000 employees**.⁵



HOW DO YOU MEASURE UP?

The **average training cost per employee is \$1,252**.⁶

Turnover costs can run as high as **\$15,000**.⁷

51% have already seen a **measurable ROI** when using AR for employee training and knowledge transfer¹

Learn more about how AR expedites training and knowledge transfer

[Download the report from IDC](#)

¹ How Augmented Reality Drives Real World Gains in Services, Training, Sales and Marketing, and Manufacturing. IDC, Tom Marshall, July 2018.
² The Total Economic Impact™ of PTC Vuforia, a July 2019 commissioned study conducted by Forrester Consulting on behalf of PTC.
³ How Augmented Reality Expedites Training and Knowledge Transfer for Frontline Workers. IDC, Ramon T. Llanas and Alex Vignelli, November 2019.
⁴ 24x7 Learning: Workplace Learning - 2015, September 2015.
⁵ How to Increase Employee Engagement Using Microlearning. Grovo, Alex Khurgin, May 26, 2015.
⁶ Estimate from the Association for Talent Development.
⁷ Work Institute's 2017 Retention Report.

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