



Development of product knowledge and consulting competence.

Product knowledge and consulting competence are the two essential pillars of training to become a pharmaceutical technical assistant. Together with the Beiersdorf AG, TÜV Rheinland Academy has developed a virtual learning world to train these skills.

Data and facts

Client	Beiersdorf AG
Period	2012
Site	Hamburg
Services	Conception and development of a 3D learning world, dialog simulations, etc.

INITIAL SITUATION AND REQUIREMENTS

Customer service is one of the main tasks within the job of pharmaceutical technical assistants (PTAs). They are also responsible for the production of special substances, such as ointments, extracts, powders, and tea mixtures. In hospital pharmacies, PTAs often work in the laboratory. Each of these tasks requires sound specialist knowledge. In order to support PTAs in their training, Beiersdorf AG relied on the Digital Learning services of TÜV Rheinland Academy.

SOLUTIONS, RESULTS

In a game-based learning environment, PTAs can independently acquire the necessary expertise, and test and consolidate what they have learned in virtual counselling sessions and fun challenges (mini-games). The courses offered by the virtual pharmacy include web-based training courses, videos, product cards, presentations, and much more so that efficient and comprehensive knowledge transfer can be achieved. A built-in certification mechanism enables PTAs to continue their education from basic to advanced to expert level and to share their experiences in the connected community platform.

YOUR BENEFITS



Learning success is improved by a high degree of personal activity, because people remember 90% of what they do themselves. TÜV Rheinland Academy's Digital Learning services offer a time-efficient and economically scalable solution for continuing education in the modern world of work: You decide on the right format. With around 20 years of project experience, we implement the development and support you in evaluating your learning progress. We provide ultimate assurance through independent personnel certification.

DID YOU KNOW...?

The best-known brands of Beiersdorf AG include EUCERIN®, Nivea®, Tesa®, Labello®, and Hansaplast®. The company was founded by Paul C. Beiersdorf in 1882 and today employs almost 19,000 people. Nivea® is currently the largest skin care brand in the world.

ABOUT TÜV RHEINLAND ACADEMY

In times of digitalization and rapid progress, technical skills need a reliable companion. With branches all over the world, TÜV Rheinland Academy is the international institution for technical and professional expertise in all important subject areas. We impart and verify specialist knowledge in precisely the right way. Our innovative further training solutions range from standardized training courses to customized personnel development concepts. In this way, we comprehensively strengthen the technical skills of participants all over the world.

FIND OUT MORE ABOUT OUR TRAINING PROGRAMS!

ONLINE CONTACT

TÜV Rheinland Akademie GmbH
Alboinstraße 56
12103 Berlin

www.tuv.com/digitallearning-references

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