# Welcome to BCG Universe

**An Immersive Metaverse Onboarding Experience** 

**Future of Digital Learning** 

Boston Consulting Group (BCG) | Central Europe Learning & Development | May 2024



## Navigating through the BCG Universe | Your Agenda



#### **Getting Ready**

Key Learning Objectives | What's in it for new joiners



#### Buckle up your seatbelt

Explore how BCG immerses new joiners in a unique VR learning environment



#### **Stepping into BCG Universe**

Deep dive into BCG's Metaverse Onboarding Journey



#### Success Measurement

Overview of the success measurement scheme



# 01 | Getting Ready | Advantages of VR Technology



#### VR training is proven to be more efficient

- 275% are learners more confident to act on what they learnt after training
- 4x faster than classroom training on average
- 4x more focused than e-learners
  - 3.75x more emotionally connected to the content than classroom learners

#### VR training can be more cost-effective at scale

At 3,000 learners, VR costs fall to 52% less than classroom; at 6,000 learners, 58% less

#### Receive job offer & agree on start date

- Receive a job offer like any other company
- Lack the point to trigger excitement



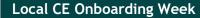
Up to 6 Months before starting

#### Experience a "Gap"

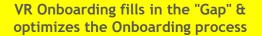
- Lose the connection with BCG
- Gradually lose the excitement for BCG
- Don't really know what to do before their start



Traditional Onboarding



- Need time to reconnect again with BCG
- Lots of new information
- Easy to get overwhelmed



New Joiners are well-prepared for success





- Eager to learn more about BCG's history and values
- Motivated to connect more with the BCG culture
- Want to experience BCG spirit



#### New Hires meet BCG in VR

- Deeply connect with BCG before their physical onboarding
- Experience BCG culture, values and 'meet' CE leadership
- Network inside VR



START

#### Get ready to succeed from the 1st Day

- Be well informed, connected and engaged with BCG
- Feel motivated and welcomed
- Get more prepared with high information retention

Immersive Onboarding

## 01 | Getting Ready | Key Learning Objectives



Sustain BCG's strong external as a tech-savvy consultancy & positing as pioneer in the industry



Engage new joiners before their 1st day with a unique VR experience that immerses them in BCG's values, spirit and more



Remove the risk of missing out for BCG with new technology and equip new joiners with unique skill sets & tech adaptation



Make use all the outstanding advantages of VR in learning & training

### Excite new joiners with VR experience

- Get the instructions and devices from BCG
- Get excited for the high-tech and unique experience
- Feel motivated and welcomed

#### New joiners meet in BCG Universe

- Deeply connect with BCG before their physical onboarding
- Experience BCG
   culture, values and
   'meet' CE leaderships
   team
- Network with their peers' digital version

# New joiners are well-prepared for success

- Be well informed, connected and engaged with BCG before the official onboarding
- Be ready for BCG's journey with high information retention

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# 02 | Buckle Up Your Seatbelt | How BCG immerses new joiners in a unique VR learning environment



#### WOW & Seamless Onboarding Experience

- New Joiners receive the most modern Meta Quest 3 at their home address to embark on the journey
- Structured tutorials are in place to ensure new joiners have a seamless and easy start

#### Wide Scale & Sustainable

- The Metaverse Onboarding is conducted across BCG Central

  Europe: 7 countries incl. Germany, Austria, Switzerland, Poland and

  Hungary
- The program is conducted on monthly basis, tackling around 500
   new joiners annually

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# 02 | Buckle Up Your Seatbelt | How BCG immerses new joiners in a unique VR learning environment



#### New Joiners Secure Boarding Pass

- Registration: new joiners confirm the participation
- New joiners receive instruction
- Shipping: New joiners provide shipping details



#### **Device Shipment**

- Device Delivery: The
   Oculus Quest 3 will be
   sent to new joiners'
   address
- Customized Avatar: new joiners set up their customize profile & avatar



#### Embark on VR Adventure

 Dive Into BCG Universe using the Meta Oculus Quest 3 (asynchronous and synchronous)



### Return Device to BCG

 Return Equipment to BCG: After the onboarding week, the devices will be picked up and returned to BCG

# 03 | Stepping into BCG Universe | Life@BCG



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