



A New Way of Connecting with Dealer Teams

Sarah Sillars, Executive Chair of the IMI, visited the offices of automotive specialists **rts** Consultants in January to open their new hi-tech **rts GLOcomms** Studio. The Studio is fully equipped to take advantage of the latest on and offline communications technology, producing high-quality, audio-visual learning solutions such as webinars, podcasts and webcasts. The **rts GLOcomms** Studio has been built to help manufacturers and dealer groups deliver learning, coaching and assessment sessions straight to the participant's workplace using just a Broadband connection and a phone line.

Group Managing Director of **rts**, Richard Wells stated, *"We have been providing the Automotive sector with learning and development solutions for over 20 years and we are continually searching for new and efficient ways of communicating and engaging with dealer managers and their teams."*

Confirming the importance of the Internet, Wells was positive about future planning, *"I believe that emerging Internet and Broadband technologies will revolutionise the way that manufacturers and dealer groups communicate quickly and efficiently with their networks."*

Sarah Sillars complimented **rts'** endeavour pointing out that it was in tune with current thinking about use of technology. She commented, *"Very high on the agenda is maximising digital Britain, using high-technology but also minimising unnecessary travel, minimising unnecessary time away from the business and reducing our carbon emissions."*

With manufacturers continually striving to develop green, fuel-efficient vehicles it is likely that their green agenda will also extend to the way the industry trains and develops its people. Wells observed, *"We have calculated that, in its first year, in addition to saving time out of the business, we will reduce the learning carbon footprint of our Automotive clients by over 400,000 miles of travel."*

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