

AUTOMOTIVE

Audi introduces virtual workspaces to transform internal interactions

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Through Audi Spaces, employees interact through digital avatars. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi has launched a virtual space to enable employees to learn and work in a digital setting during the ongoing COVID-19 pandemic.

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The automaker developed the virtual 3D world, branded as "Audi Spaces," to better allow employees to learn and collaborate remotely. Audi Spaces digitally replicates physical work environments to foster interactions during workshops, training sessions and other scenarios.

"With Audi Spaces we are using the opportunities presented by digitalization and providing employees with a tool that supports them in a world of work that is highly dynamic and is becoming more and more complex," said Sabine Maassen, board member for human resources at Audi, in a statement. "The tool enhances the collaboration of teams across the boundaries of departments and countries.

"In this way we are making a contribution to the digital transformation of Audi," she said.

Virtual spaces

Participants on Audi Spaces interact with each other through avatars that make gestures and talk to one another. More than 4,000 Audi employees are already using the software, which is available to its global workforce, and hosting about 200 events a month.

According to the automaker, users have found Audi Spaces more relaxing and less draining than the use of video conferencing, which has skyrocketed amid the pandemic.



Meetings and trainings can now be conducted virtually while employees work remotely. Image credit: Audi

Through Audi Spaces, participants can attend meetings or training courses from Audi Akademie, the automaker's training and coaching company. Workshops can be simulated while protecting employees' health and safety while also avoiding travel expenses and other costs.

"Thanks to its integration into our existing IT and media landscape, Audi Spaces can be used by all employees worldwide and also by external partners, and can be extended for new target groups in the long term," said Patrick Zbisch, project manager for Audi Spaces, in a statement. "We, the project team, are delighted that the tool has become more and more popular since its roll-out and that new application scenarios are added every day."

According to a recent survey from Boston Consulting Group, the vast majority of managers and employees believe a digital transformation, including support for remote work, client relationships, internal processes and marketing, will help their organizations adjust more easily to a post-pandemic climate.

Thirty percent of employees believe their company's transition to digital is moving too slowly. Both managers and employees believe that remote work, including remote meetings with partners or clients, is the area that needs the most digital investment ([see story](#)).