

AUTOMOTIVE

Jaguar Land Rover supports employee data education

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The program will begin with 400 apprentices. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker **Jaguar Land Rover** is collaborating with tech startup Multiverse to enhance the data skills and digital abilities of its employees as it pushes its digital transformation forward.

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Through its **Reimagine strategy**, the marque is looking to spearhead the automotive industry's adoption of electrification and data-first thinking. Jaguar Land Rover believes optimizing internal operations through employee education programs is critical to seamlessly achieving this transition.

"The automotive industry is rapidly changing to become digital and electric," said Clive Benford, chief data officer at Jaguar Land Rover, in a statement. "The management and utilization of increasingly high volumes of data in this new era will be central to Jaguar Land Rover's future.

"We need to create a data-first mindset that will support our growth, enhance the customer experience and increase the productivity and expertise of our teams," he said. "The business' own digital transformation is already underway with software-over-the-air, which demonstrates the power of effectively harnessing data."

Data is king

The brand's partnership with Multiverse is the first of a number of initiatives planned by the company to increase data capacity and invest in employees' skills to meet the needs of the business during this digital transformation.



Jaguar Land Rover hopes improving its data capabilities will ultimately help facilitate a seamless transition into the digital world. Image credit: Jaguar Land Rover

The shortage of data skills is estimated to cost U.K. businesses 2 billion pounds per year, or \$2.4 billion at current exchange, with one in 10 jobs requiring data expertise and 100,000 data positions unfilled.

Multiverse aims to fill these gaps by building alternative programming through apprenticeships. The company now trains more than 8,000 tech, leadership and digital apprentices.

Through the collaboration, a data fellowship course, will be offered to Jaguar Land Rover employees.

The 15-month course covers topics including data modeling, analysis, Python and machine learning. It will also support thousands of Jaguar Land Rover employees to make the transition from spreadsheets and desktop data work to working on the cloud.

"The primary goal of our partnership with Multiverse is to empower all our employees to utilize data, gain insights from it and develop valuable solutions," Mr. Benford said.

According to a recent Forrester report, brands should not simply be using more data, but better data to gain a deeper understanding of consumers and create seamless individualized experiences that keep them loyal to the company ([see story](#)).

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