

A team is building a structure but facing challenges with their processes. Grab the binoculars and see what's happening firsthand!



Creditplus uses AI and VR to make process management engaging

VRdirect ▶

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Creditplus aimed to revolutionize the perception of process management by turning it from a mundane and complex subject into an engaging, interactive experience. This initiative sought to internally promote the significance of process management to a global and international team, demonstrating how adherence to specific rules and tools simplifies the path to success.

The VR project immerses users in a desert landscape where they encounter an avatar guide. This guide illustrates the impact of poor process management through vivid examples of failed pyramid constructions – structures that are upside down, unstable or crumbling. On the journey, users are introduced to the basic tools and principles required for successful process management, symbolized afterwards by the proper construction of robust pyramids.

The challenge - making process management accessible

Process management is an abstract and often unengaging topic. Conventional materials such as process diagrams, tables and text-heavy presentations failed to captivate the audience in the past. The lack of visually engaging resources was a major hurdle to getting the message across effectively.



The solution - combining innovation with efficiency to revolutionize workflows

A VR-based storytelling approach that transforms the abstract topic into a visually stunning and interactive experience. Through the use of generative AI, this

project conveys an immersive narrative that is both educational and engaging. Read more about VRdirect's generative AI feature [here](#).

Why generative AI?

Generative AI provided a cost-effective and creatively expansive solution. With this technology Creditplus achieved:



Cost Savings

Avoiding traditional 360° or 3D production expenses.



Enhanced Visualization

Bringing abstract concepts to life through captivating visuals.



Global Accessibility

Ensuring access to locations and situations that are not easily available in real life.

This approach not only reduced costs but also accelerated project timelines, allowing the initiative to progress from conception to delivery within three to four months.



Creditplus is driving the bank's digital transformation with VRdirect

With VRdirect as their technology partner, Creditplus transformed a traditionally dry topic into a memorable VR project. The AI feature in the VRdirect Studio enabled fast and cost-effective content creation. The project will soon be integrated into the company intranet, with plans to extend this innovative approach to other training initiatives.

[Watch video trailer >>](#)



“We have completed multiple VR projects together with VRdirect in the past. This is another great example of how Virtual Reality can be used to make abstract topics more fun! It was a pleasure working with the team again and strengthening our long partnership.”

Stephan Baumann - Head of Strategic Product and Innovation Management, Creditplus Bank AG



“I was really impressed by how GenAI can transform our idea into a real storyline. The result is amazing – an interactive journey that brings lots of value to our everyday business.”

Marko Kürbis - Head of Robotic Process Automation, Creditplus Bank AG

About VRdirect

With its “VRdirect Studio” platform, the Munich-based software company VRdirect enables companies to design and publish their own virtual reality content completely without programming effort. Typical use cases of these VR apps range from corporate training and development processes, to recruiting and onboarding of personnel, to deployment scenarios in sales, customer support, or in the context of trade fairs. Once created, the content can be accessed on all common end devices. Users are thus brought particularly close to the action and have the feeling of really engaging with the simulated environment.

Further information at www.vrdirect.com

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