



## Case Study



“Do they see that opportunity to rent that customer a pump?”

### The Challenge

United Rentals trains outside sales reps (OSRs) to rent construction equipment to job sites. However, during training and onboarding it is near impossible to have OSRs learn a consistent approach to job sites. Using photos or videos in formal classroom training falls short in replicating the actual jobsite experience.

### The Solution

United Rentals and STRIVR used virtual reality (VR) to bring construction sites into the classroom. UR utilized STRIVR's immersive training platform to create a next-gen learning program for OSRs that utilizes VR technology.

United Rentals recreated the 5 phases of construction in VR. New OSRs are able to learn on construction sites without actually being there.

### The Results

**40%**

Time spent on learning the phases of construction and the relevant contractors has increased in effectiveness while **reducing time spent in that training by 40%.**