

LATAM boosts training effectiveness: Leveraging immersive experiences for cabin crew training



Client profile

LATAM Airlines is the leading airline group in Latin America, operating in five domestic markets — Chile, Brazil, Colombia, Ecuador and Peru — and offering international flights across the region, the Caribbean, the United States, Europe and Oceania. Formed through the 2011 merger of LAN and TAM, LATAM Airlines traces its origins to 1929 and has been operating international flights since 1946. Its fleet consists of the most modern aircraft models in each category. LATAM Airlines is recognized for its sustainable business practices, adhering to best practices for economic, social and environmental governance.



Why NTT DATA

- Extensive experience in the aviation industry
- Access to global expertise, and proven success in virtual, augmented and mixed-reality solutions
- Collaborative approach to achieve the best results for clients

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We evaluated the approval rate of the first course using virtual reality (VR) training and achieved a 100% success rate — higher than we achieved with traditional training methods.”

Ignacio Echeverría, Director CCII, DO, and Talent, LATAM Airlines Group

Business need

- Improve and accelerate cabin crew training
- Reduce training costs
- Provide metrics to evaluate the outcomes of training processes

Solution

- Comprehensive training modules that cover critical procedures such as door operations, fire response and emergency cabin evacuation
- Highly realistic and immersive training delivered through Syntphony Immersive Experience
- Metrics to enhance training effectiveness

Outcomes

- Accelerated training: Traditional training required four hours per course and allowed each trainee to practice only once in the simulator. With the new approach, up to 30 trainees can practice each experience up to seven times within 40 minutes.
- Cost efficiency: The immersive training solution is less expensive to run than conventional training programs.
- Higher success rates: Trainees achieved a 100% success rate in all procedures in the first course.

Business need

Checking in the next level of training

Cabin crew training is a cornerstone of flight quality and safety. LATAM Airlines to expand their training programs and make them more effective, ultimately improving the success rate of each training course.

In collaboration with NTT DATA, the airline adopted virtual reality for training. This addressed its initial requirements and also provided additional benefits, such as higher engagement levels. Immersive and repetitive practice in critical scenarios significantly improved comprehension and retention. Additionally, long-term cost reductions were achieved compared to traditional training, primarily due to reduced reliance on grounded aircraft for practical exercises.

Solution

Virtual reality training increases engagement and decreases costs

In collaboration with NTT DATA, the airline adopted virtual reality for training. We started with an in-depth analysis of existing cabin crew training processes to assess training priorities and how to align the solution with LATAM Airlines' organizational needs.

We then developed a training program using NTT DATA's Syntphony Immersive Experiences — a low-code VR platform that allows users to create and adapt immersive experiences and manage all content through a single platform.

The virtual training covers key procedures such as door operations under normal and emergency conditions, and fire scenarios involving ovens, lavatories or lithium batteries.

We took an incremental approach to creating the solution, starting with small-scale trials, refining strategies based on insights and progressively scaling to more comprehensive applications.

High-quality training for real-world scenarios

Throughout the five-month implementation process, LATAM Airlines and NTT DATA worked closely to ensure that every procedure, image and detail mirrored real aircraft cabins. Advanced VR components were systematically integrated to ensure unparalleled precision and realism in the training environment.

A highly detailed 3D model of an Airbus A320 was developed, accurately replicating the real aircraft. Fully animated user interactions were incorporated to enhance realism. Performance metric panels were implemented to assess training outcomes, tracking key indicators such as time spent on each experience and identifying common procedural errors.

These insights empower LATAM Airlines to continuously optimize training strategies and reinforce critical learning areas, ensuring the highest level of training quality.

Outcomes

Virtual reality helps cabin crew training soar

Syntphony Immersive Experiences serves as a key enabler in LATAM Airlines' training transformation, improving training quality and outcomes while reducing costs over the long term by reducing reliance on grounded aircraft for practical exercises.

The new training program is more engaging and effective than traditional training methods, as immersive and repetitive practice in critical scenarios significantly improves comprehension and retention. The high level of realism of the experience also contributes to its effectiveness.

It also allows more people to be trained in a shorter time. Previous training sessions were conducted individually, and it took 4 hours to complete the standard 8 to 10 exercises. Now, over 30 trainees can be trained at the same time and complete the exercises in just 90 minutes.

Immersive training has proven effective in overcoming distractions, ensuring 100% safety and directly impacting crew productivity. It also facilitates the real-time tracking of knowledge and skill acquisition.

Another key benefit is the enhanced engagement and motivation among trainees, driving higher completion rates for training programs.

For Ignacio Echeverría, Director CCII, DO, and Talent at LATAM Airlines Group, and Giselle Perey, Deputy Training Manager at LATAM Airlines Group, the results have been worth the investment: "The first VR-based training course achieved a 100% success rate, surpassing traditional training outcomes. Following the successful rollout in Chile, we are now assessing the expansion of this approach to additional branches, incorporating new scenarios and aircraft models."

Through business-driven innovation and this strategic partnership, NTT DATA and LATAM Airlines have strengthened one of their most valuable assets: their talent.

Syntphony Immersive Experiences: unparalleled interaction

Syntphony Immersive Experiences transforms corporate processes by seamlessly integrating virtual reality into daily operations. It enhances excellence and operational efficiency, driving substantial financial savings. With applications extending from talent development to customer interaction, it helps organizations grow and improve performance at all levels.