

How AOK Rheinland/Hamburg Cut Classroom Training by 30% with Assima



Executive Summary

AOK Rheinland/Hamburg uses Assima to make SAP training more practical, efficient, and scalable. Interactive, self-paced lessons let employees safely practice real processes, adopt changes faster, and apply consistent quality standards in their daily work. The result is a modern learning environment that speeds up onboarding, reduces training effort, and strengthens process reliability over the long term.

Key benefits: practical learning, faster updates to training content, higher process quality, and flexible delivery through SAP SuccessFactors.

The Challenge: Consistent Process Quality in a Complex SAP Landscape

AOK Rheinland/Hamburg is a statutory health and long-term care insurance provider headquartered in Düsseldorf and part of the AOK community. Around **8,000 employees** support approximately **3 million insured members** and more than **190,000 employers** across North Rhine-Westphalia (Rhineland) and Hamburg, working from branch offices, AOK service centers, and customer centers.

SAP sits at the center of daily work. Numerous data-entry and processing workflows for insured members and contractual partners must be completed reliably, accurately, and efficiently, so maintaining consistently high process quality was essential, regardless of location, role, or employee experience.

At the same time, new or changed processes needed to be communicated quickly, practically, and sustainably. Traditional training formats and screenshot-only documentation fell short: they were often static, too far removed from real work, and costly to maintain.

The Solution: Realistic SAP Training with Assima

In 2018, AOK Rheinland/Hamburg chose the Assima training platform. A key factor was Assima's ability to turn real SAP data-entry processes into interactive, self-paced lessons that stayed close to daily work, were safe to use, and were easy to update. The learning elements built with Assima are delivered centrally through SAP SuccessFactors Learning, making them available to all employees. Learners are guided step by step through the relevant processes and can practice them actively in a safe training environment.

The real value lies in realism: for learners, Assima exercises feel like working in a live system, far more realistic than screenshot-only or video-based formats. Sensitive data can be anonymized automatically during creation or adjusted flexibly afterward, which reduces coordination effort, increases content reusability, and speeds up delivery of up-to-date training.

Over the years, the collaboration between AOK Rheinland/Hamburg and Assima has continued to grow. Together, the two teams have refined the learning units both methodologically and visually, including adopting modern CSS technologies that make the training more engaging, intuitive, and user-friendly.

Implementation: Step-by-Step Rollout with Close Support

The Assima platform was introduced step by step, in close collaboration with the Assima team. After the initial rollout and enablement of content creators, the first SAP processes went into production quickly. The team particularly values Assima's practical consulting, short response times, and continuous platform development based on concrete requirements from the business departments.

The Result: Greater Quality, Efficiency, and Sustainable Learning

Since introducing ASSIMA, AOK Rheinland/Hamburg has built a more modern, consistent, and scalable training landscape.

"With ASSIMA, we can teach SAP processes realistically and give our employees a safe learning environment. This helps us make knowledge available faster, ensure process quality, and keep training content efficiently up to date."

Result of Implementing Assima

1. **Consistent process quality:** Data-entry processes are learned using the best-practice method, which helps reduce error rates and minimize rework.
2. **Faster onboarding:** New employees can learn SAP processes independently and on demand, without relying on classroom training.
3. **Always up to date:** Process changes can be updated quickly in existing learning elements and rolled out immediately.

Impact at a glance:

1. **20–30%** reduction in classroom training time
2. **Shorter onboarding** through self-directed, practical learning
3. **Faster** creation, updating, and reuse of training content

Outlook: Learning Closer to the Flow of Work

Looking ahead, AOK Rheinland/Hamburg continues to see Assima as a key part of its Learning & Development strategy. The platform helps keep employees continuously up to date, integrate process changes efficiently into everyday work, and bring learning even closer to the flow of work itself.

In this way, **ASSIMA** helps AOK Rheinland/Hamburg strengthen quality, efficiency, and service orientation over the long term, for employees, insured members, and contractual partners alike.

Ready to Transform your SAP Training Program? Reach out to us today.

Get in touch