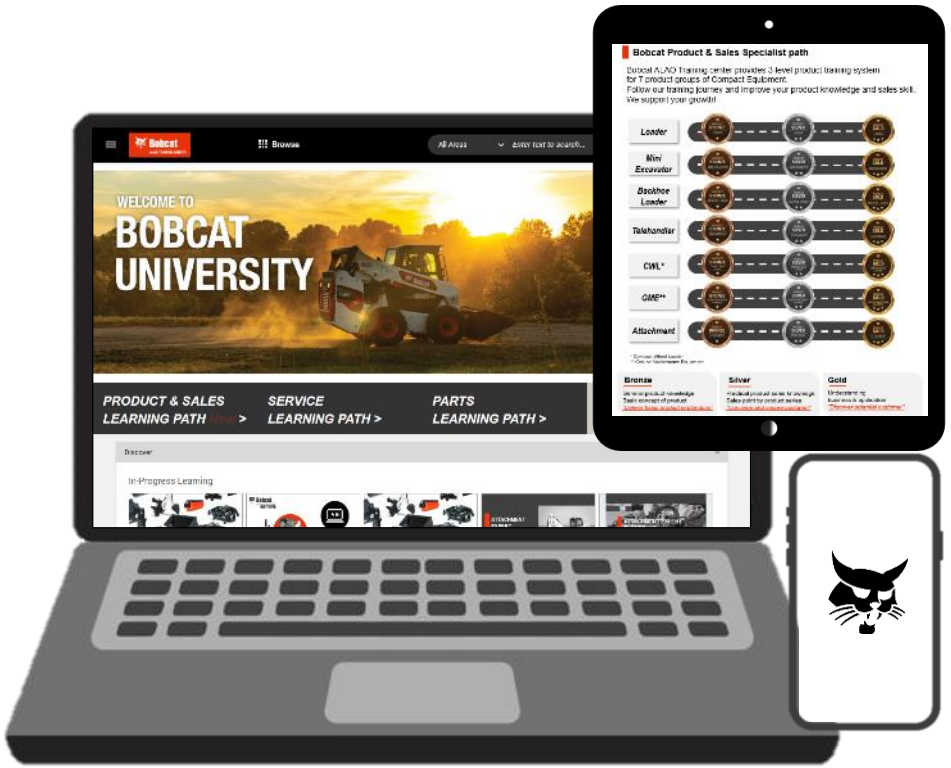


Introduction of Bobcat University and user manual

CD/ Training Team

JUL 2025

Bobcat

ALAO TRAINING CENTER

Course Objective

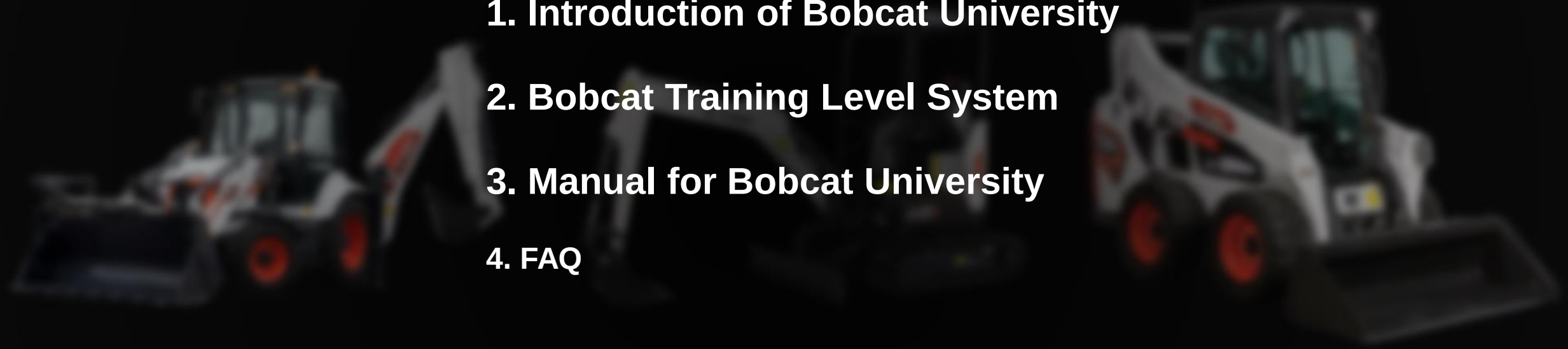
Getting information about ALAO Bobcat University,
Learning how to use and utilize learning system.

30 minutes

After finishing this course, you should:

- Know ALAO Bobcat University and how to utilize it.
- Know how to access Bobcat University.
- Take online training course by yourself both PC and mobile interface.

Contents



1. Introduction of Bobcat University
2. Bobcat Training Level System
3. Manual for Bobcat University
4. FAQ

Bobcat
ALAO TRAINING CENTER

1. Introduction of Bobcat University

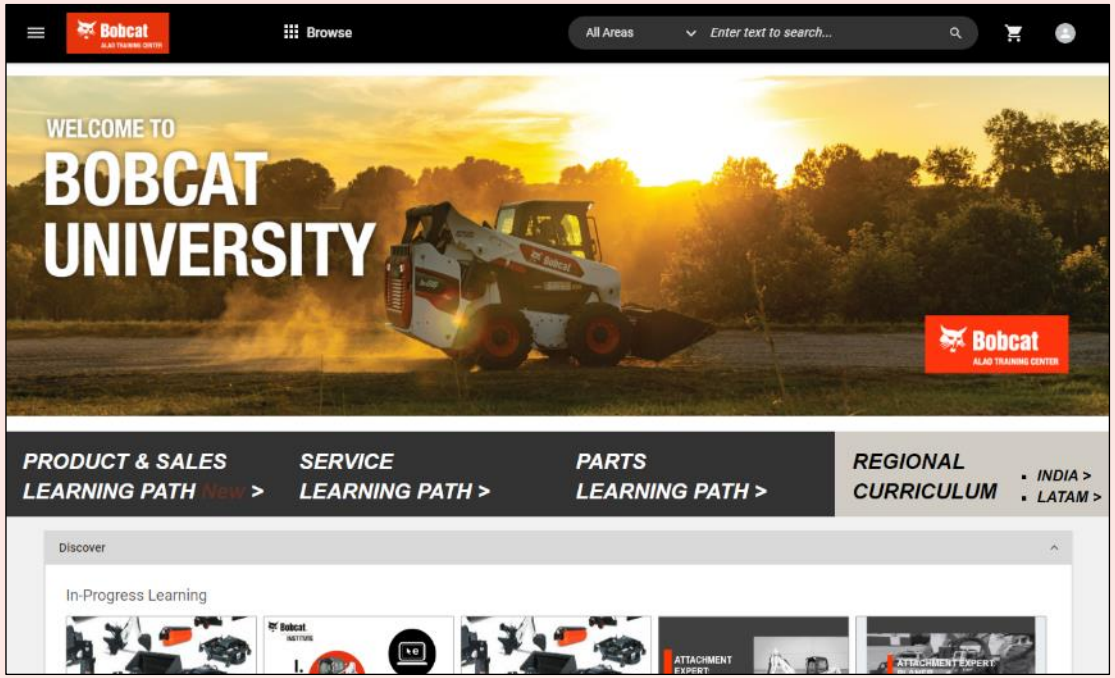
Bobcat
ALAO TRAINING CENTER

Bobcat
ALAO TRAINING CENTER

What is Bobcat University?

An online training platform

for Compact Product & Service training contents



Easy to find training contents

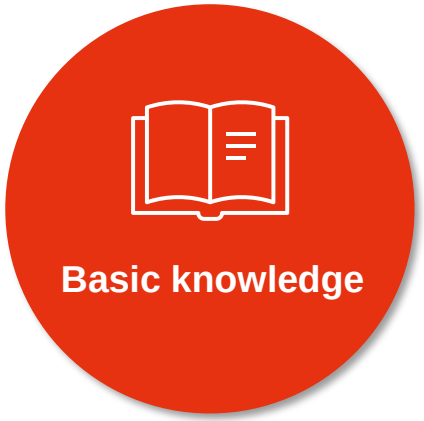
and take the courses whenever, wherever

you need

Bobcat
ALAO TRAINING CENTER

What is Bobcat University?

- ✓ Providing various training contents such as basic knowledge of Compact equipment, Application, Features and Benefits.
- ✓ Service fundamentals of Compact and specialized training by product & models.
- ✓ Available registering for video/ offline training in the system.



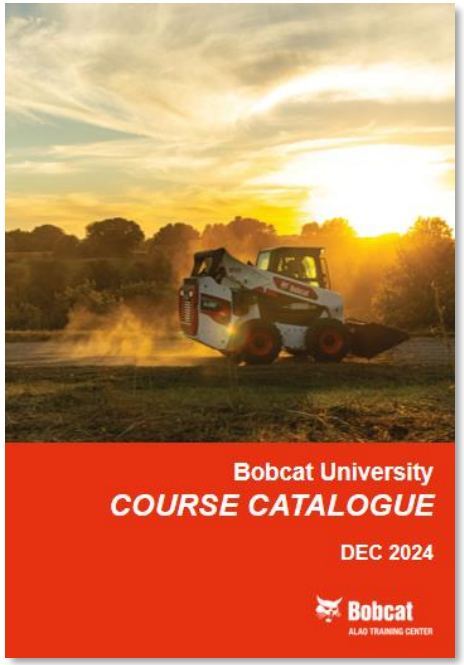
- Product knowledge
- Understanding of Compact Market & Business

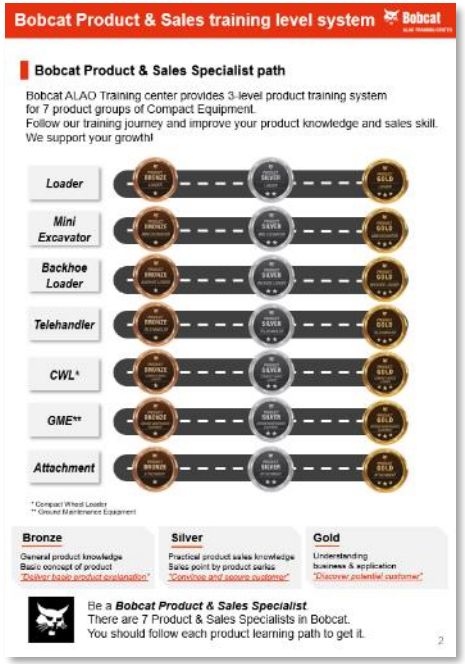
- Sales point, comparison
- Schematics, training by model
- Bobcat process and soft skills

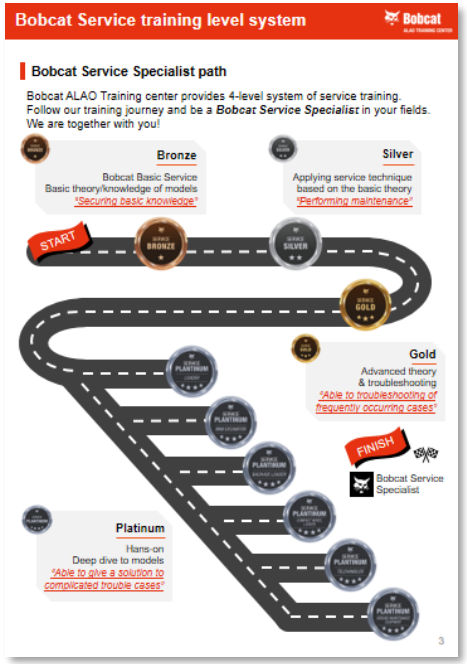
- Pre-notice for video/ offline training so that trainee can manage their own schedule

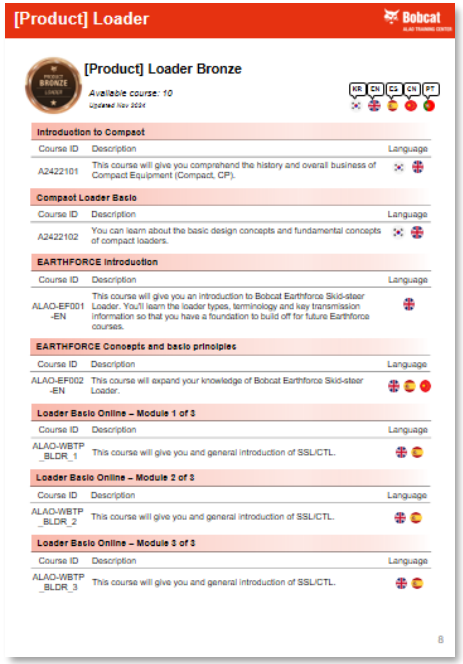
Course Catalogue – What Contents the Bobcat University provides

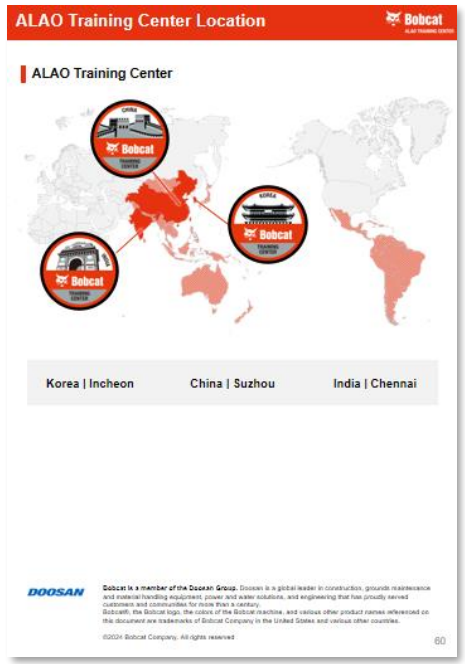
You can check every course in the Bobcat University.
Discover and make a learning plan by yourself.











2. Bobcat Training Level System

Bobcat
ALAO TRAINING CENTER

Bobcat Product & Sales training level system

- ✓ Level based training contents.
- ✓ Each product group has their own training level.

  (7 product groups for CP)

Product Gold

- ✓ Features and Benefits
- ✓ Comparing with competitors
- ✓ Business understanding and application

Product Silver

- ✓ Advanced knowledge about Bobcat products
- ✓ Comparing product series in Bobcat lineup
- ✓ Recommendation and persuading point by model series

Product Bronze

- ✓ Essential product knowledge to start sales in Bobcat
- ✓ General market, business information
- ✓ Sales key point, how to approach

Bobcat Product training level system

Bobcat
ALAO TRAINING CENTER

Bobcat Product & Sales Specialist Path

Bronze

General product knowledge
Basic concept and sales key point
"Deliver basic product explanation"

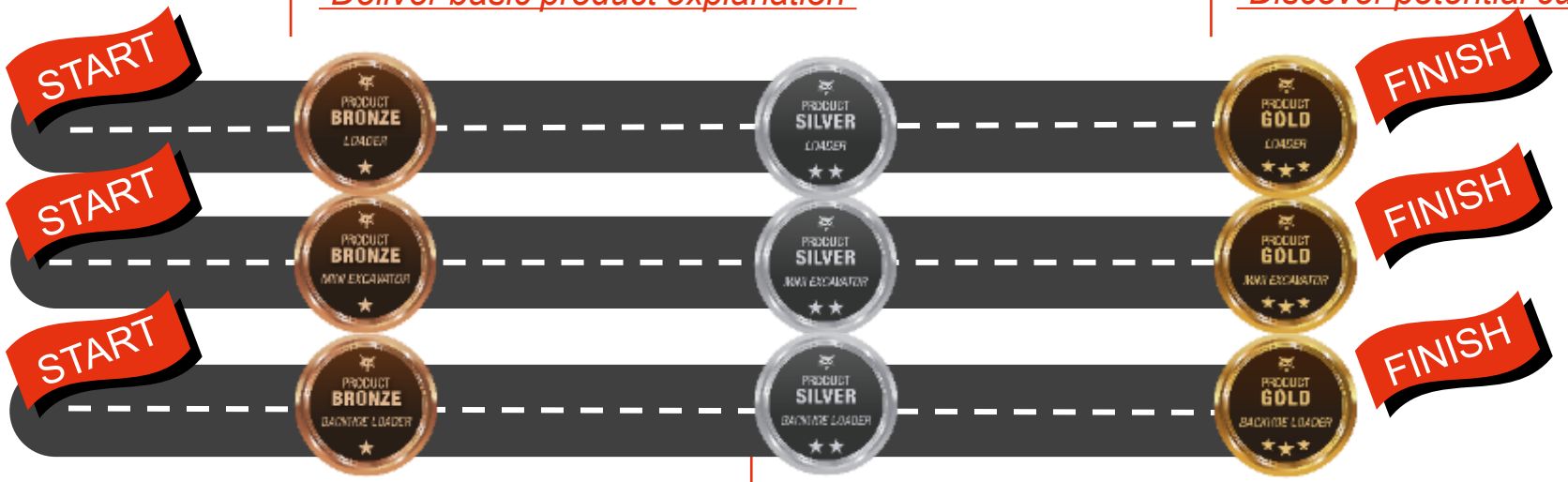
Gold

Features and Benefits
Understanding business and application
"Discover potential customer"

Loader (LDR)

Mini-Excavator (MEX)

…



Bobcat
'LDR' Specialist

Bobcat
'MEX' Specialist

Bobcat
'…' Specialist

Silver

Practical product sales knowledge
Detailed point by product series
"Convince and secure customer"

Bobcat Serivce training level system

- ✓ Level based training contents.
- ✓ Bronze, Silver, Gold levels are commonly applying regardless of models.
- ✓ Platinum is dedicated by model groups.

  (6 product groups for CP)

Service Platinum

- ✓ Service training by models
- ✓ Hans-on

Service Gold

- ✓ Advanced theory
- ✓ Engine assemble/ disassembly
- ✓ Schematics

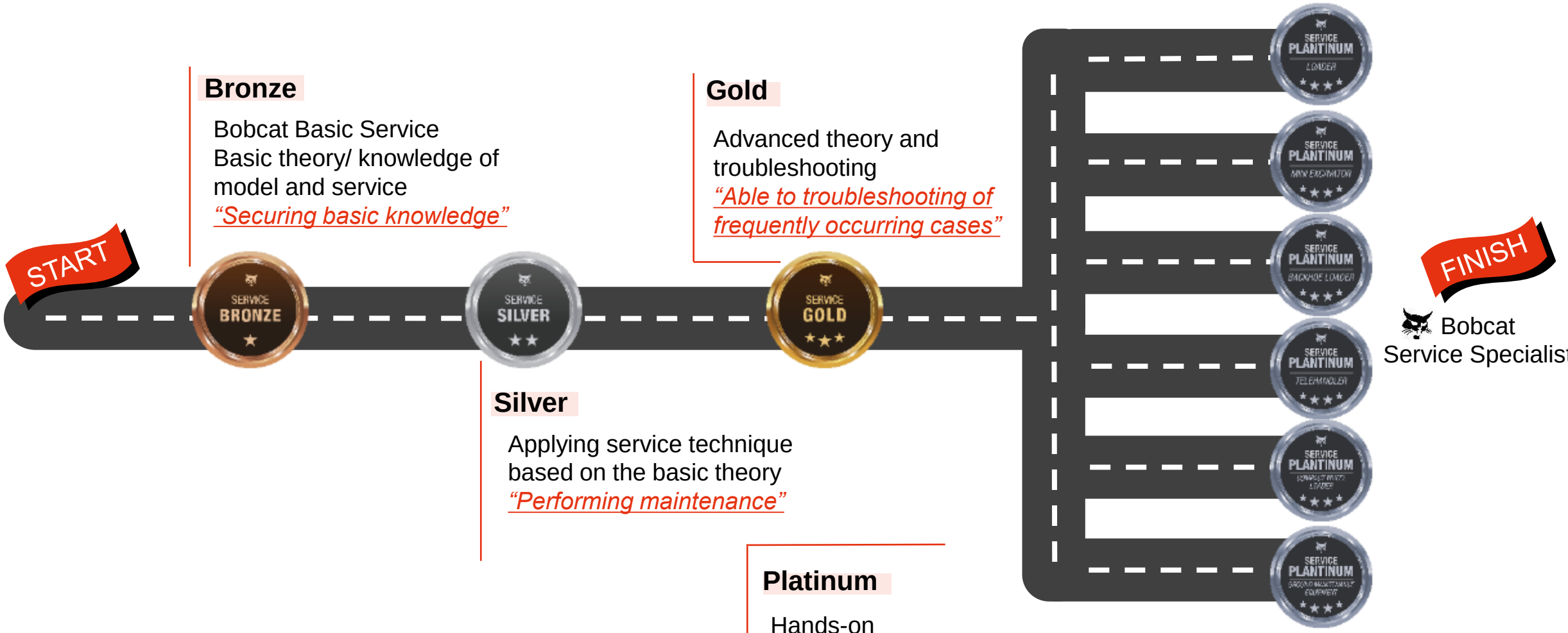
Service Silver

- ✓ Maintenance
- ✓ General knowledge for using system/ diagnostic tools
- ✓ System (Engine/ Hydraulic/ Electric)

Service Bronze

- ✓ Background knowledge of product
- ✓ General market info, regulations
- ✓ Response to customer & claim

Bobcat Service Specialist Path



Bronze

Bobcat Basic Service
Basic theory/ knowledge of model and service
"Securing basic knowledge"

Silver

Applying service technique based on the basic theory
"Performing maintenance"

Gold

Advanced theory and troubleshooting
"Able to troubleshooting of frequently occurring cases"

Platinum

Hands-on
Deep dive to models
"Able to give a solution to complicated trouble case"

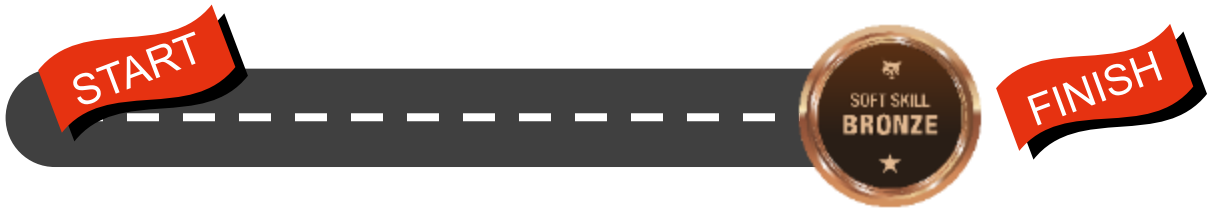
Bobcat Soft skill training Level

✓ Single level with Bronze

Soft skill Bronze

- ✓ Bobcat company introduction
- ✓ Communication skill with customer
- ✓ Business manner

Bobcat Soft skill Specialist Path



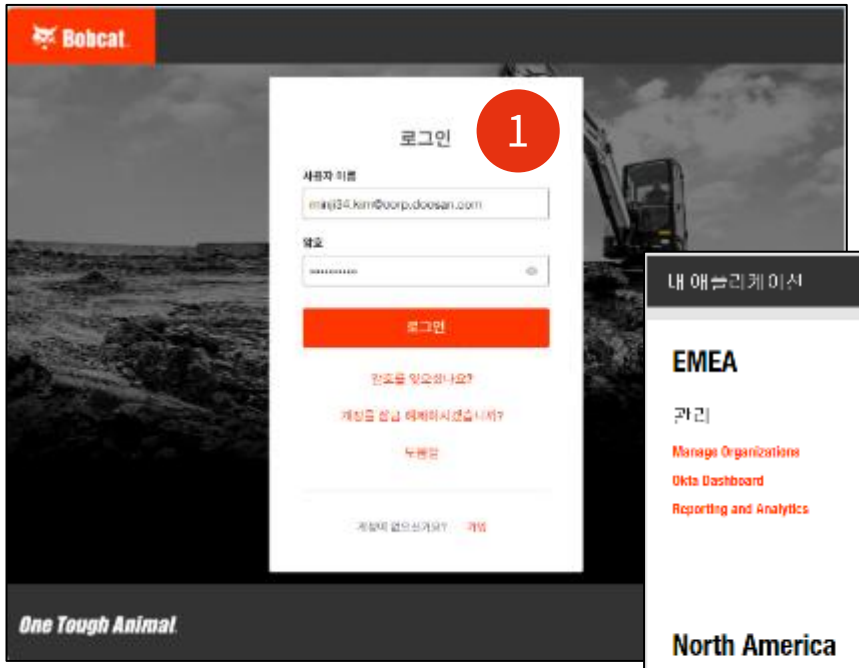
Bronze

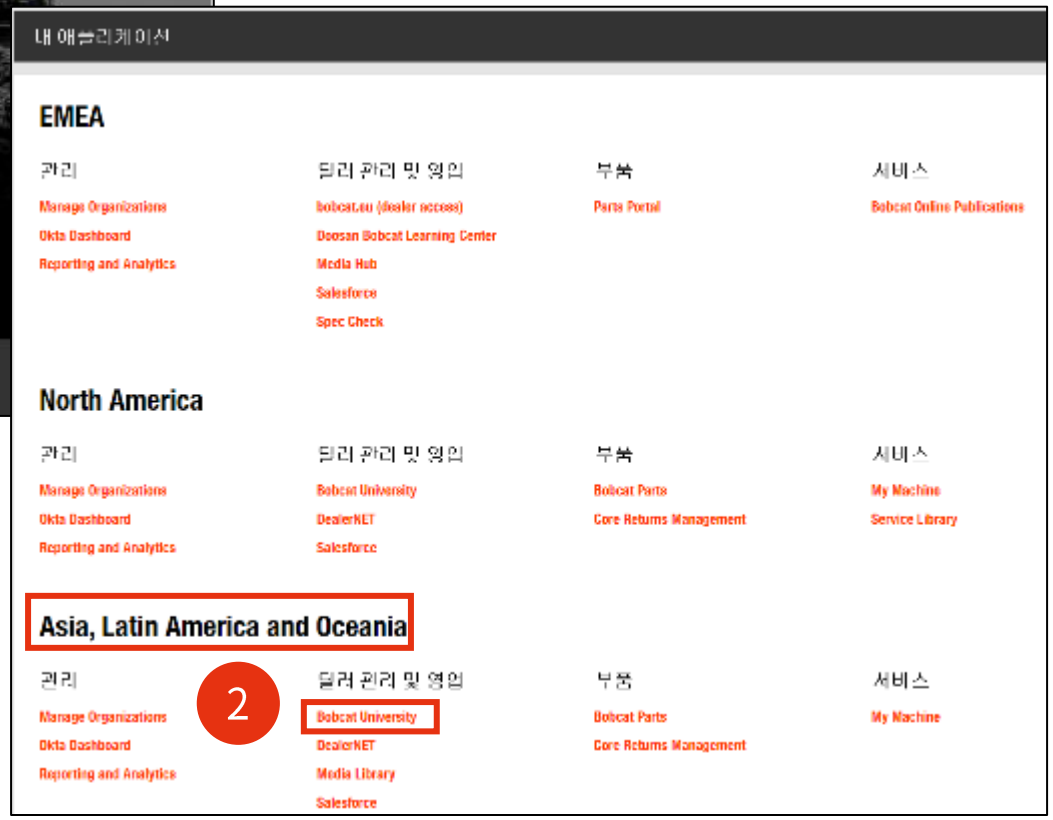
Understanding Bobcat Company
Developing a business mindset
"Securing basic capability as Bobcat dealer"

3. Manual for Bobcat University

Bobcat
ALAO TRAINING CENTER

1. Access to the learning site





Bobcat University

① Access to Bobcat dealer portal and sign in.
※ Bobcat dealer portal:
https://dealer.bobcat.com/

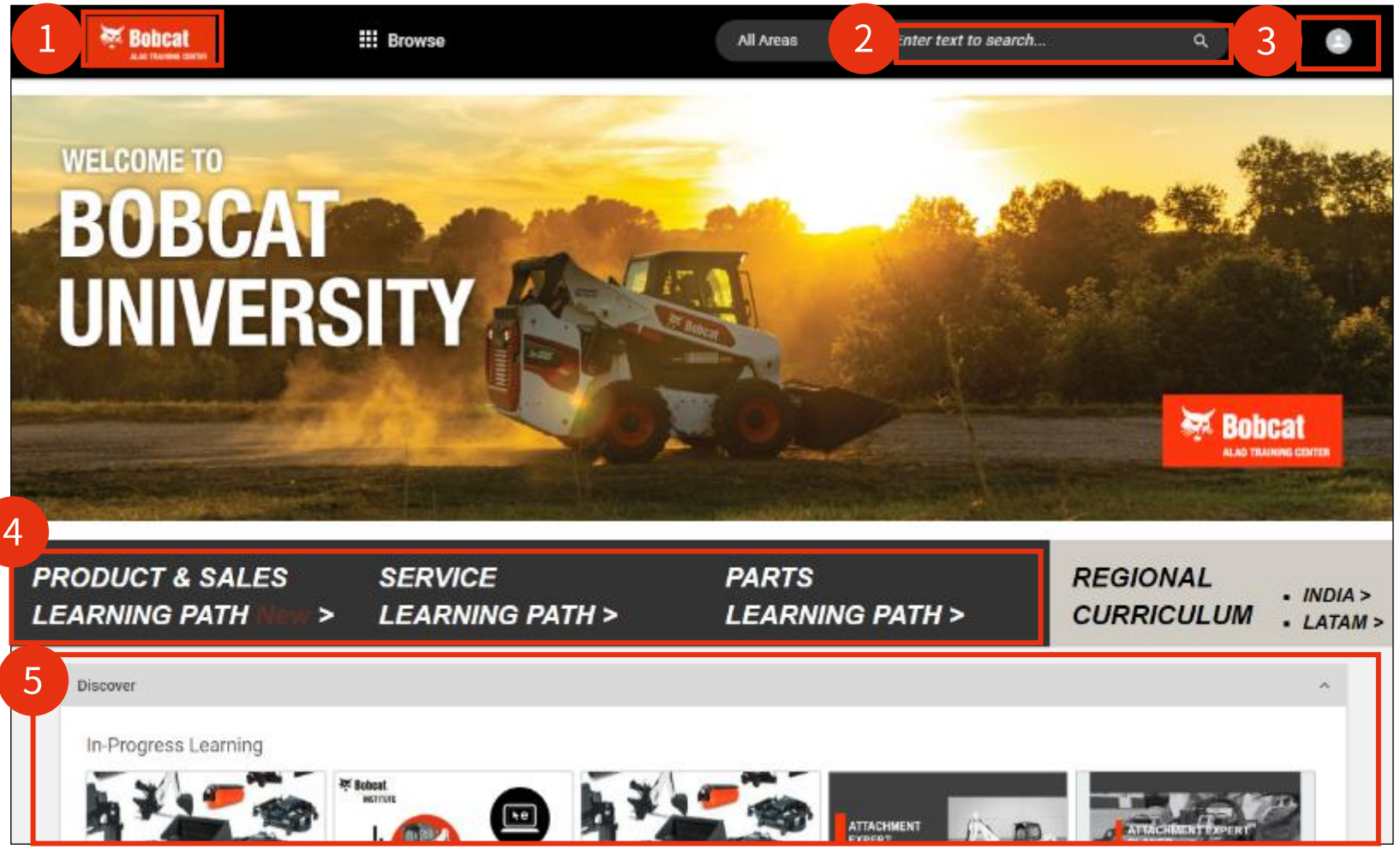
② In my application,
Scroll down to the Asia, Latin America and Oceania and click
“Bobcat University”

*Bobcat University only can be accessed via Bobcat dealer portal.

**You can access with your mobile device as well.

***Training contents are free of charge.

2. Site map



① Move to the main page when click this logo.

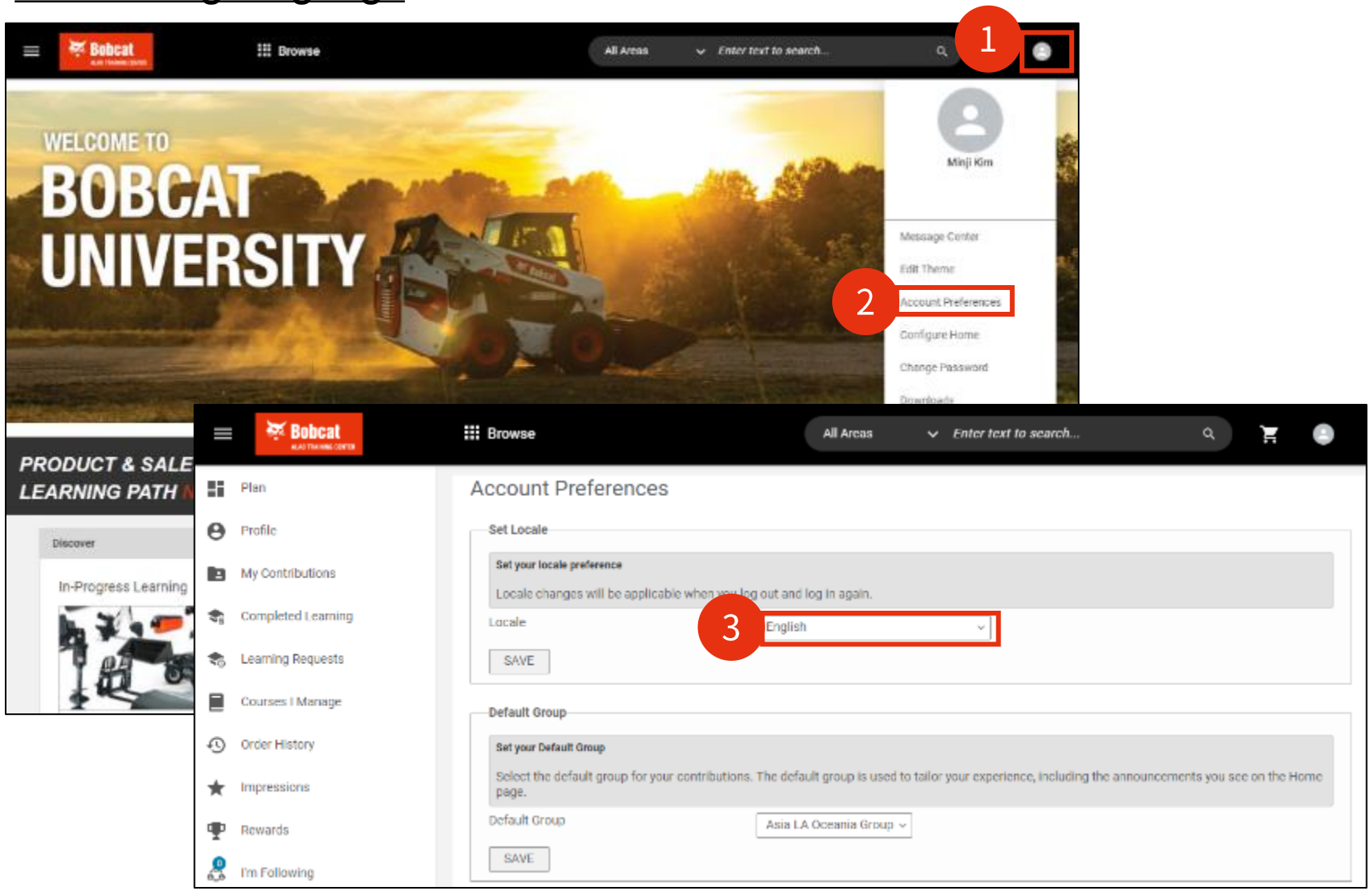
② Search : Use when find training contents and courses.

③ View my profile: Setting my language and site theme.

④ Recommended learning path:
These are preset training curriculum for Product & sales/ Service/ Parts.

⑤ Check my learning status and courses.

2-1. Setting language



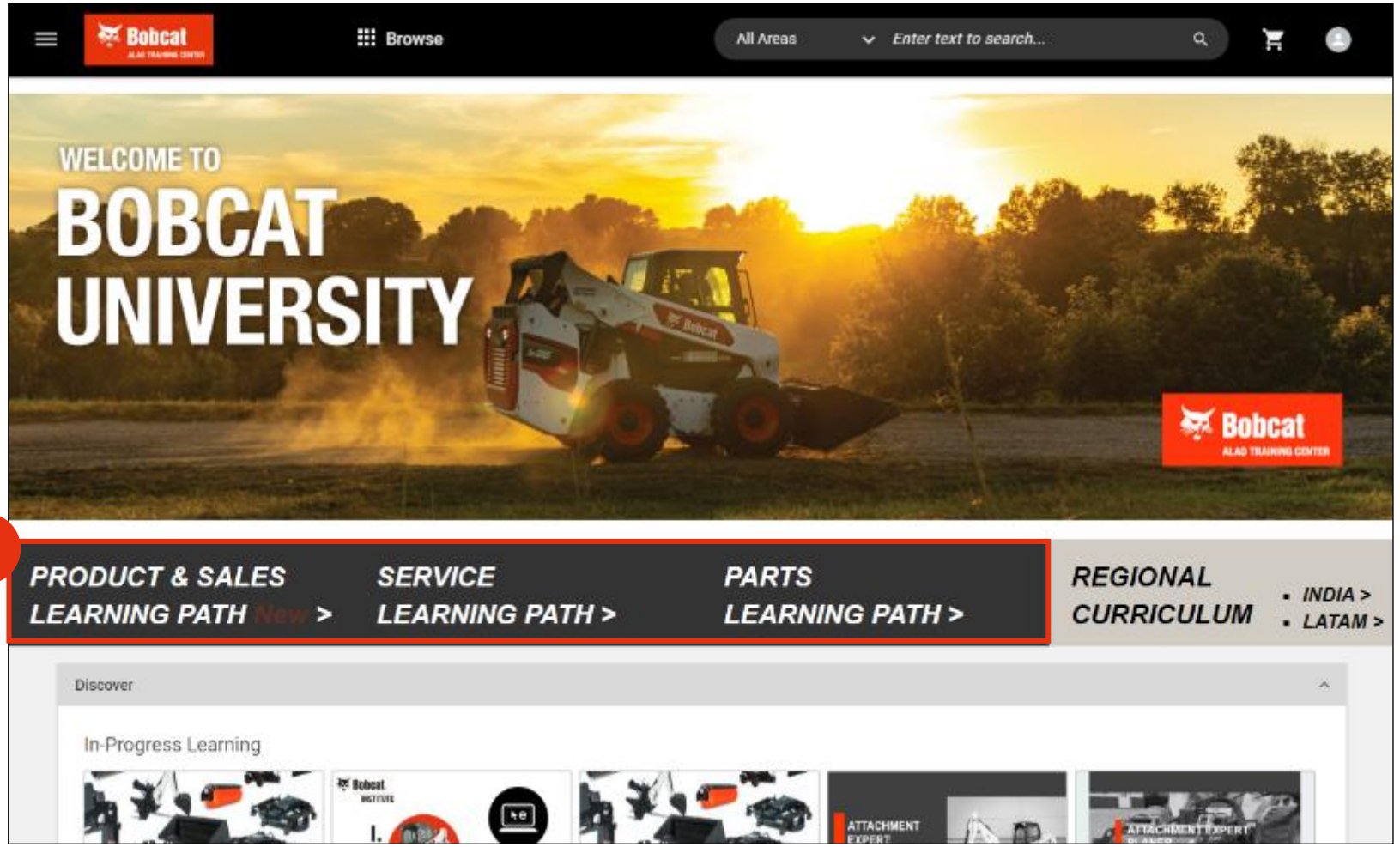
① Click profile icon at the right top

② Click Account Preferences

③ You can change your account language at the <Set Locale> menu.

* It applies to the site. The contents language is depending on the course.

3. How to learning (1) Use learning path



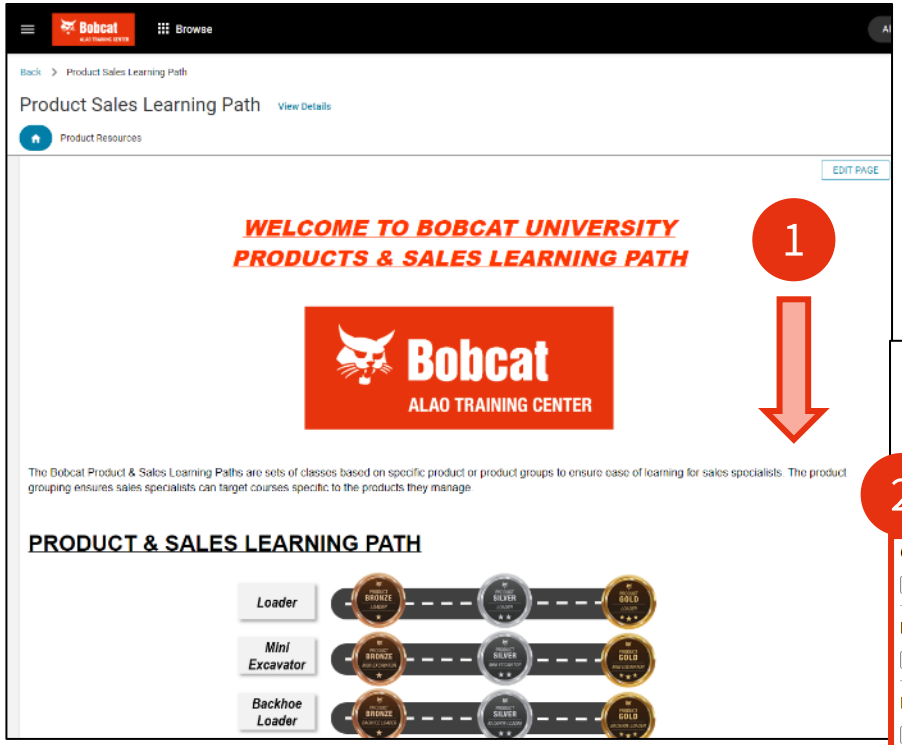
(1) Use learning path

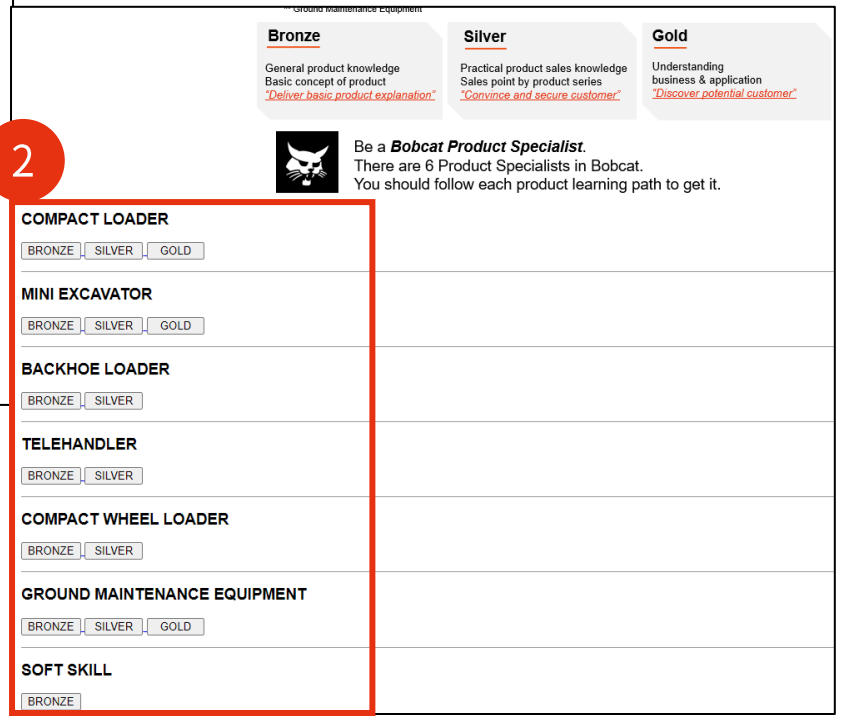
① Click the <Learning Path> banner at the middle of the main page.

i) Product & Sales learning path
ii) Service learning path
iii) Parts learning path

*In case of Soft skill, it contains both Product & Sales and Service path.

3. How to learning (1) Use learning path



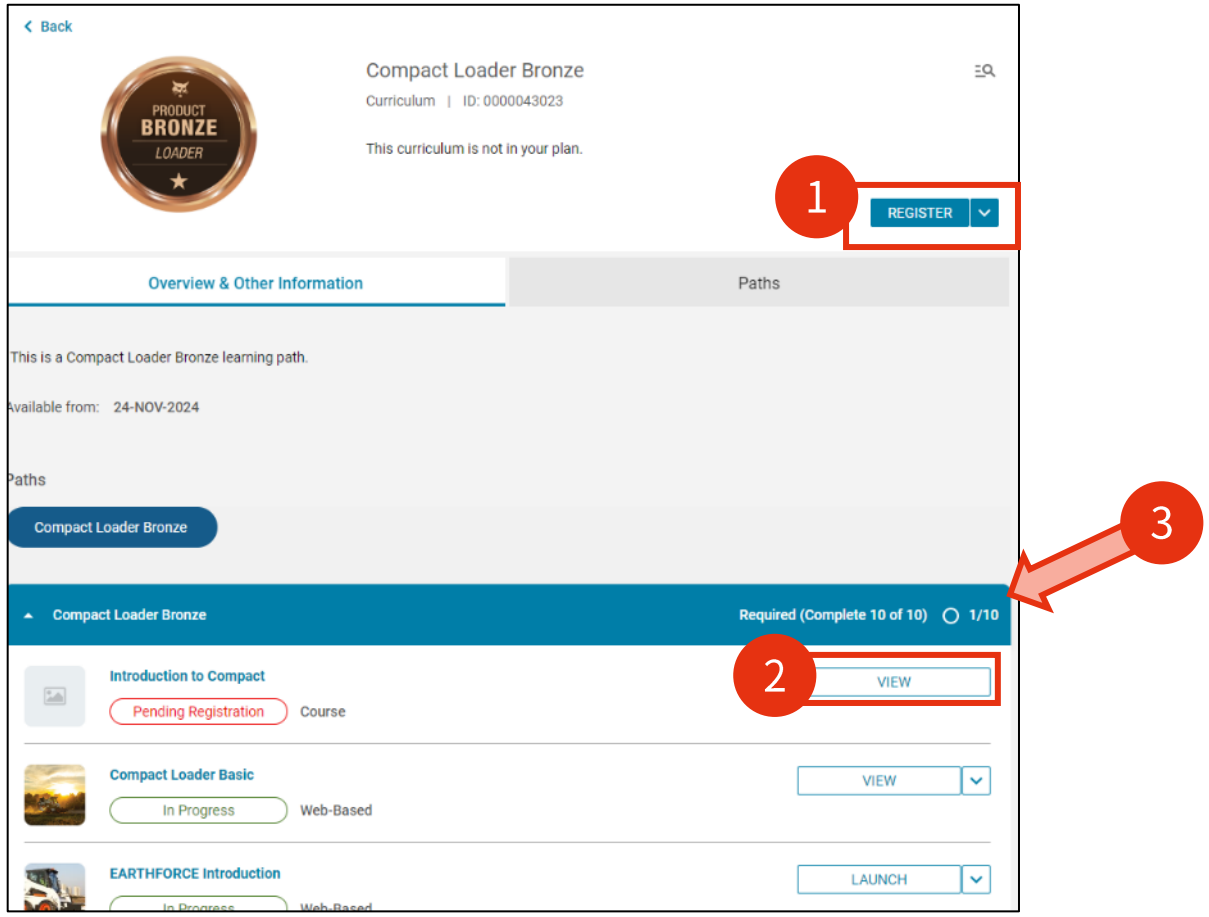


(1) Use learning path

① When you click the learning path, the introduction page will appear. Scroll down to the end of description.

② Then short cut button to the curriculum at the bottom.

3. How to learning (1) Use learning path



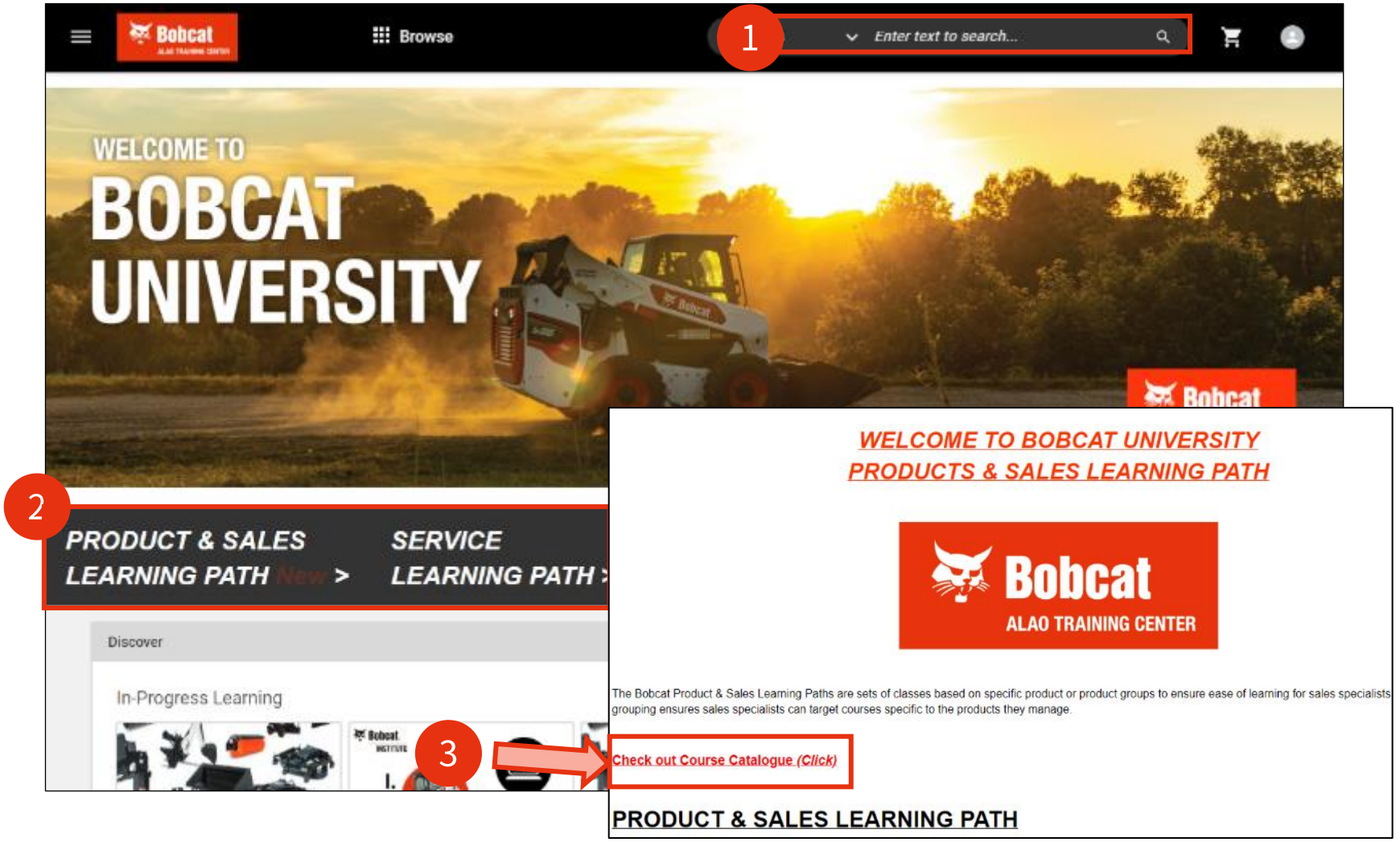
(1) Use learning path

① If you click the curriculum, the curriculum page will be licnked. When click the [REGISTER], you will automatically enroll the all courses in the curriculum.

② Or you can also register a course in the curriculum separately.

③ You can easily check how many courses in the curriculum/ is this courses are required or suggested.

3. How to learning (2) Search course directly



(2) Search course directly

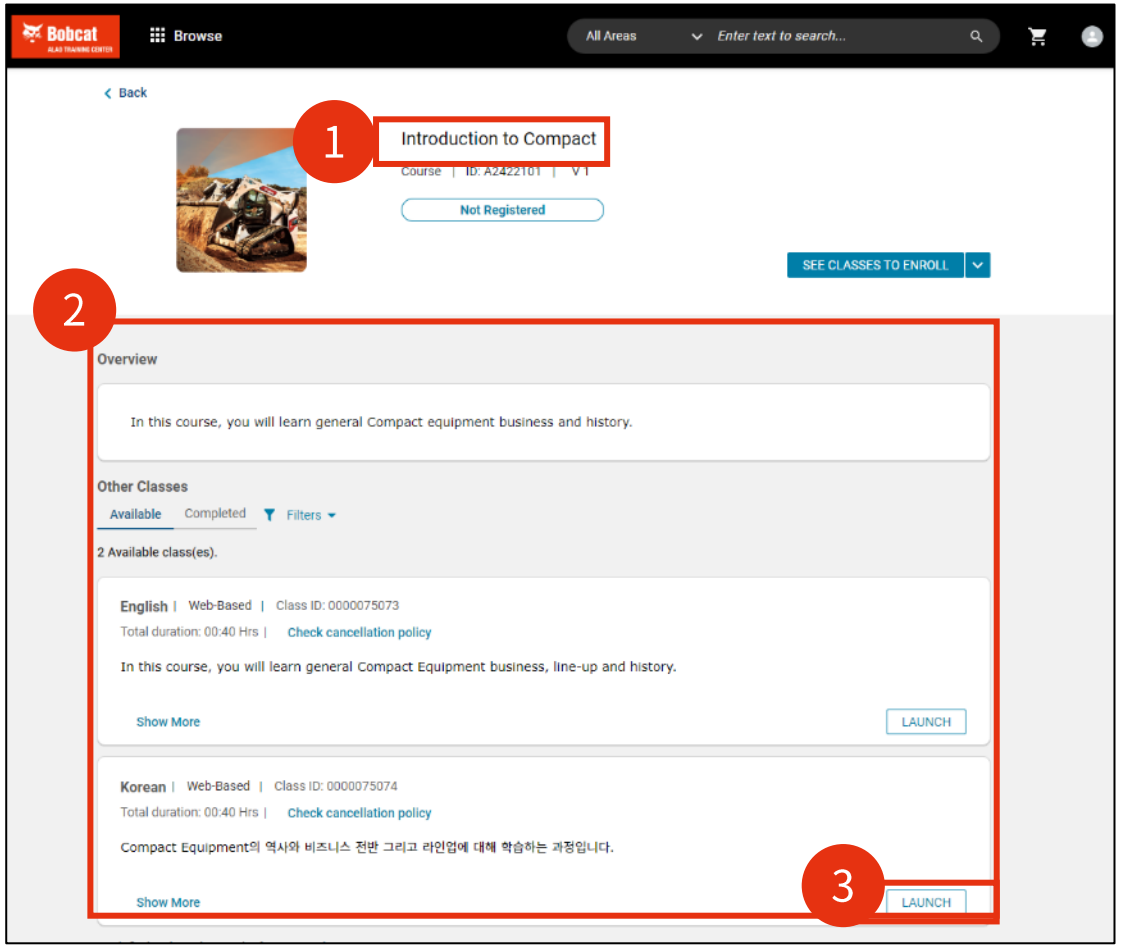
① Use search menu at the top right of the main page.

* Put keyword or course ID retrieved from course catalogue.

② The course catalogue is in the learning path description page.

③ You can check out and download the catalogue with the link.

3. How to learning (3) How to take course



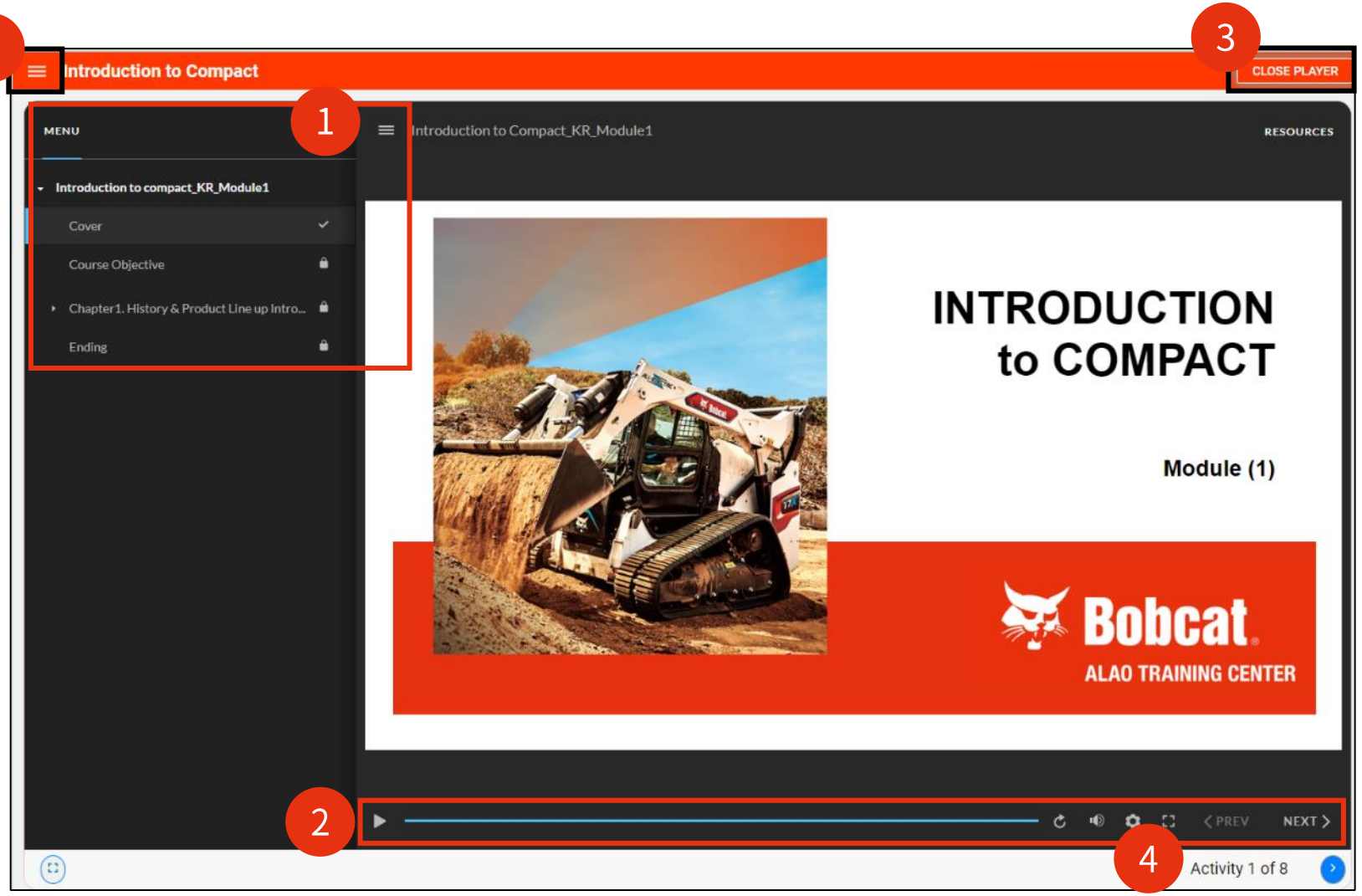
(3) How to take course

① Click the course title what you want to take.

② You can see the course description and check available language options.

③ Click [LAUNCH] at the class of language you want to take, then the player window will appear.

3. How to learning (4) Player window



(4) Player window

① Check your training status. If you click the menu icon ☰, you can hide and view the list of contents.

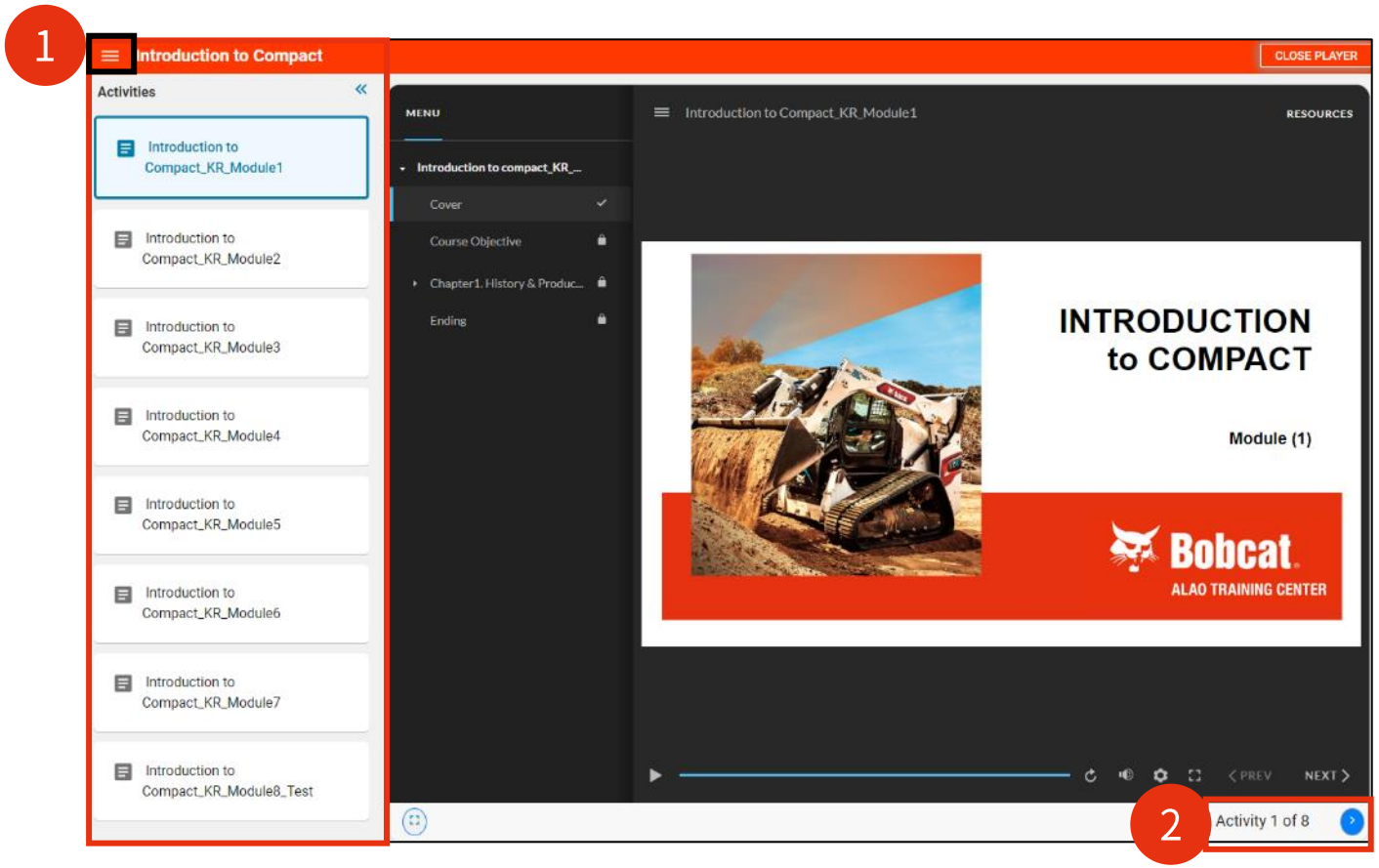
② Play/ pause, full screen, subtitle menu.

③ If you click [CLOSE PLAYER], then the course will stop and close the player.

④ If you complete the current module, you can proceed to next module.

⑤ You can check all activities of this course. You need to take in orders. To mark this course complete, you need to complete every activity in a course.

3. How to learning (4) Player window

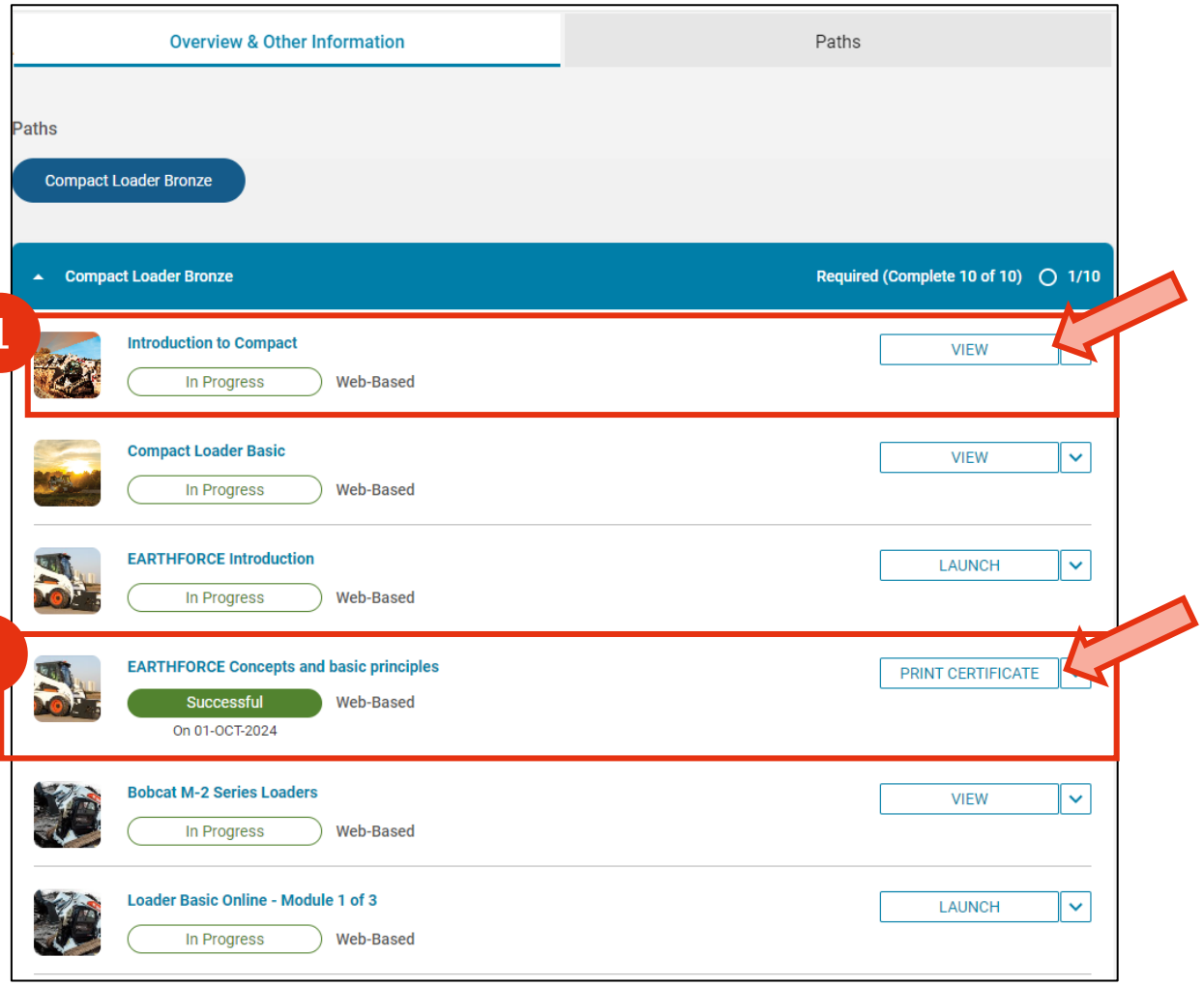


(4) Player window

① A list of Activities

② Menu for moving between activities

4. Complete learning (1) Complete course



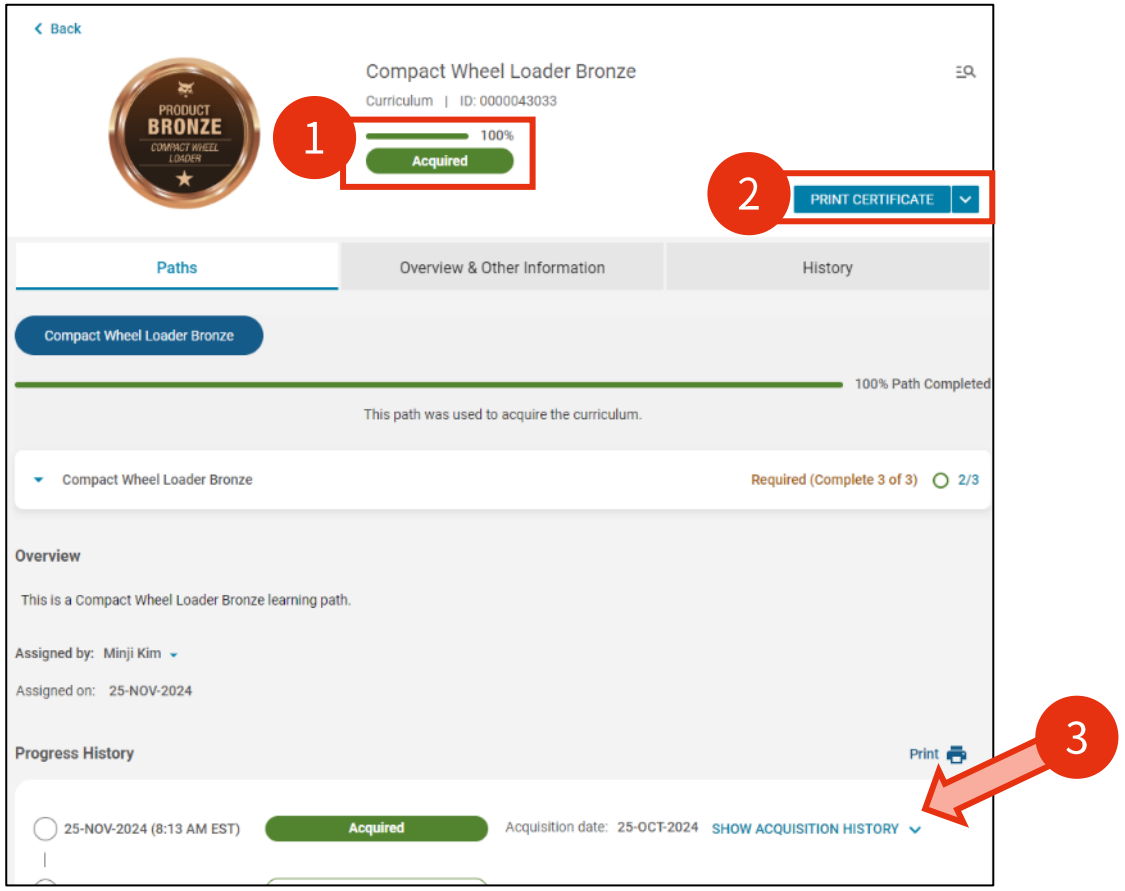
(1) Complete course

① If you are in the middle of taking the course, the course status will be appeared as [In Progress].
If you click the [VIEW], you can resume the course.

② If you complete the course, the status will be appeared as [Successful].

Course Certificate is not issued. Even though you click the [PRINT CERTIFICATE], there is no contents.

4. Complete learning (2) Complete curriculum



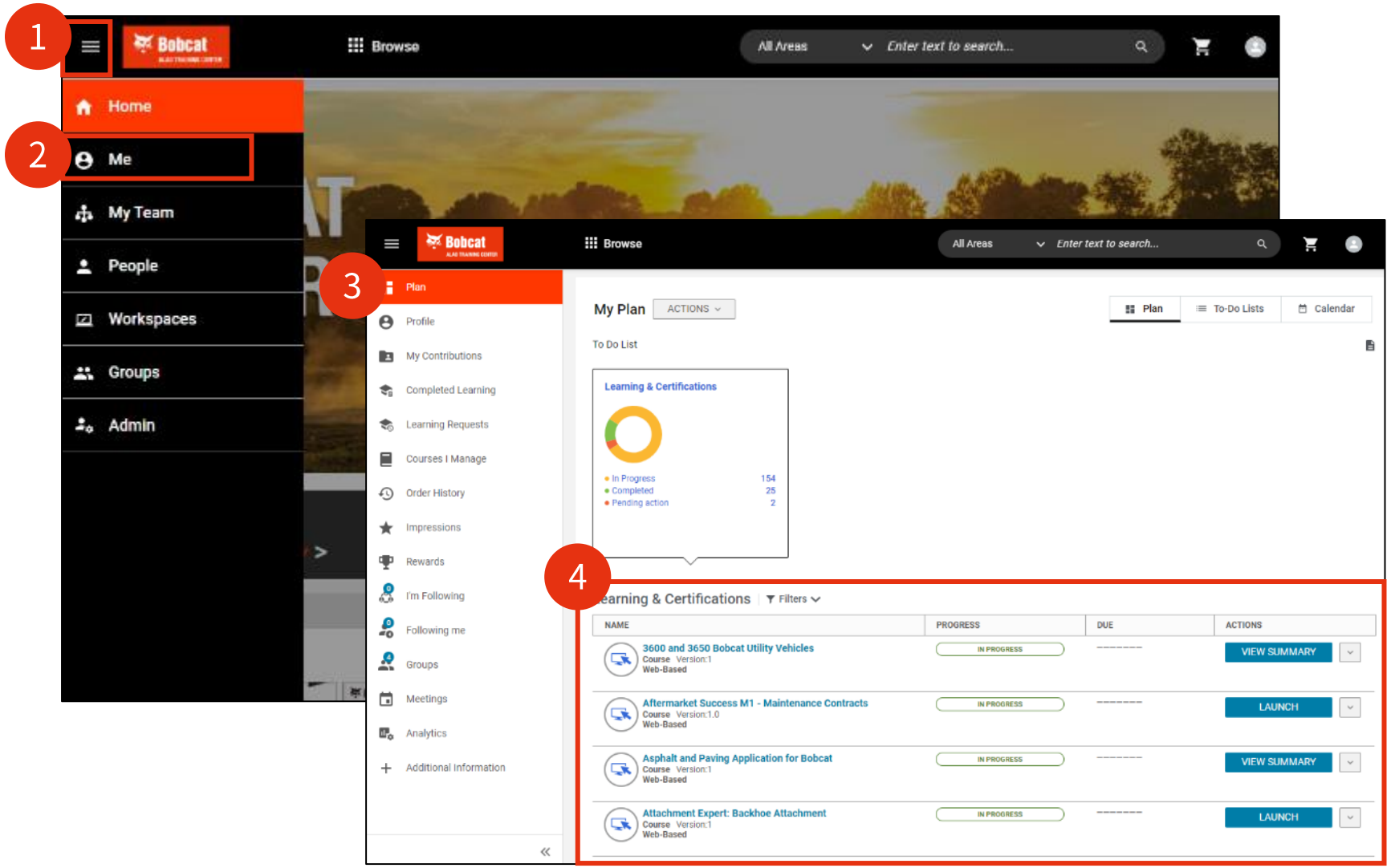
(2) Complete curriculum

① If you fulfill the conditions for completing curriculum, your curriculum status will be appeared as [Acquired] in green.

② If you click [PRINT CERTIFICATE], you can check certificate for the curriculum.

③ You can see your learning history.

5. Learning status



① Click menu icon on the left top.

② Click [ME] at the left list.

③ Then you can see [Plan] tap.

④ You can check your training status in the list.

4. FAQ

Bobcat
ALAO TRAINING CENTER

FAQ

Bobcat
ALAO TRAINING CENTER

Q. I don’t have an account in Bobcat dealer portal. How can I sign-up?

A. Please contact to your Helpdesk to generate new account in Dealer Portal. Bobcat University use dealer portal as a gate.

- Asia & Oceania: Click to Chat
- Latin America: Click to Chat

Q. What if I need some help about Bobcat University?

A. Please contact to alao.training@doosan.com for queries about Bobcat University.

Q. Can I check all the courses in Bobcat University?

A. Yes, please look <*Course Catalogue*> in the learning path description.
It will be updated regularly.

Q. I have trouble with playing contents.

A. Training contents are video or interactive type.
It takes few seconds up to the user’s network environment.
If you have still trouble with loading contents over 1 minute waiting,① Close your browser and try again,
② Still no contents or error message popped out, please capture your screen and send it to alao.training@doosan.com

FAQ

Bobcat
ALAO TRAINING CENTER

Q. Can I download the lecture or training material?

A. No, the online training contents are also assets of Doosan Bobcat.
Please study repeatedly by using this online training system whenever you need.

Q. I am from service network/ parts dealer. Can I take the courses, too?

A. Training contents are provided for Bobcat dealers.

Enjoy Learning!

Bobcat
ALAO TRAINING CENTER