



An HCL Technologies Company

## Distance Learning Approach: Top 5 Pharmaceutical Training Solution

I feel I am adequately prepared to use the new software to perform the required daily tasks as a result of my training experience and the reference materials provided.

-Participant in the training

### The Challenge:

A global top 5 pharmaceutical company decided to transition 4,000+ users across multiple business units in the US from an on-premise sales support system to cloud-based CRM software. In order to adopt the new system faster, a training program was required, with a cost-efficient approach while minimizing time out of the field for the sales team.

### The Solution:

C3i Solutions, offered an unconventional tailor-made distance learning approach for training the large, multi-franchise sales force resources in a timely and cost-efficient manner.

C3i Solutions' training team considered that eliminating the need for a live instructor for each training session will lead to significant cost savings reaching 40% in some cases. Furthermore, dividing the trainees into small district-based groups, as opposed to one national meeting, would save accommodation and traveling costs and would eliminate the risk of unavailability of sales reps on a certain date. These considerations led to the solution: **Recorded Video Workshops**.

Highly interactive professionally recorded videos captured training sessions with an instructor. For each franchise, process-specific videos were recorded in a TV studio. By eliminating the need for a live instructor for each session, the same training videos could be used for each group with the same role.

### Deployment Strategy: A Phased Training Approach

Preparation 	Video Participation 	Proficiency 
<ul style="list-style-type: none"> <li>Identify and train Power Users</li> <li>Produce Leadership Direction videos for each franchise</li> <li>Develop a series of self-paced eLearning modules</li> <li>Ship each learner a "Classroom-in-a-Box"</li> <li>Reps complete a pre-training independent workshop</li> <li>Reps pass the "Ready for Training" assessment</li> </ul>	<ul style="list-style-type: none"> <li>Franchise-specific district-based training delivery</li> <li>Video demonstrations focus on key business concepts</li> <li>Complete / review competency-based lessons</li> <li>Reps pass "Ready for Deployment Assessment" as a requirement for going live</li> <li>Instructions provided to access live data</li> </ul>	<ul style="list-style-type: none"> <li>Reps complete a "Proficiency Certification" conducted by district manager</li> <li>Reps navigate a series of self-paced eLearning modules to reinforce key business concepts</li> <li>C3i Solutions offers opportunities for ongoing continuing education</li> <li>Power Users provide ongoing support for peers at district level</li> </ul>



To drive the sessions, managers were first prepared on the application and then instructed on effective facilitation of the sessions. Each video session consisted of separate lessons. After each lesson, the video was paused and learners were given breaks to complete activities and review. Managers were provided with access to a shared question log that enabled them to ask questions of the C3i Solutions training team during their recorded virtual training session. Questions were either answered immediately, or escalated to the deployment team as needed. The shared question log not only enabled managers to get real-time answers to their questions, but also gave an opportunity to review the questions and answers from other districts, then leverage this common knowledge to support their team. At the conclusion of the recorded virtual training session, each district joined a virtual instructor-led training support session where frequently asked questions were reviewed and specific areas of concern were addressed. At the end of the support session, the instructor assisted users with completing the requirements for accessing their live data. Once training was completed, managers completed a “Proficiency Certification” for each of their team members.

## The Results:

Approximately 4000 total end-users were trained in less than 4 months via either recorded video workshops, virtual live meetings, or live Instructor-Led training events. The majority of end users learned the CRM application via the recoded video approach outlined in this case study. A total of 67 recorded video workshops were implemented in a compressed schedule of just 15 weeks. Each training group consisted of 10-12 reps.

98% of the trained end-users felt prepared to use the new software to perform the daily tasks as a result of the training experience and the task-based materials provided.

The most substantial benefits of C3i Solutions’ tailored solution were:

- ✓ Significant reduction of costs
- ✓ Increased training schedule flexibility
- ✓ Limited time off territory
- ✓ Ability to train future new employees with already-existing videos
- ✓ Flexibility to combine the recorded video workshops with virtual and live instructor-led training workshop as requested