

Global Sales Training Campus for 15+ countries in 10+ languages

Delivering Sales Training across 15+ countries in 10+ languages.

CHALLENGES

A top 15 global biopharmaceutical group, focused on the fast growing, diversified specialty care areas, namely oncology, endocrinology, neurology, and on primary care drugs, was looking for solutions to overcome the challenges in training its large sales force for their diverse products. This challenge was further compounded by dispersed sales force in different regions and need for tailored training in their respective local language.

The client was also experiencing on-going cost pressures from the global pharmaceutical industry and was in need of a partner who could provide high-quality solutions, be cost effective and at the same time be efficient in ensuring global launch timelines of their products were met without any delays due to the localization and translation needs of its affiliates and partners.

SOLUTION

After a thorough analysis of the problems faced by the client, Indegene offered a comprehensive one-stop solution in the form of client sales force learning academy, built on the Indegene Proprietary Learning Management System— iLearn™.

The salient features of the academy included:

- An easy-to-access, state-of-the-art and centralized online training academy, providing all the necessary training needs for a large client sales force scattered across the globe.
- Simple, yet comprehensive, learner enrollment and reporting mechanism to ensure accurate monitoring and regulation of performance, and compliance of the sales force.

The academy was built on a high-end, scalable, robust, enterprise class platform Sun Server. The platform is FDA CRF 21 part 11 compliant and supports security and auditing to meet this standard. The academy also provided robust analytics for easy enrollment and reporting of learners.

To support the academy, Indegene provided its expertise in developing world class scientific content. Indegene developed more than 150 e-modules and

assessments that were standardized to meet all the global training standards, yet were tailored to comply and adhere to the intricate local regulatory, linguistic and marketing needs, and guidelines of local client affiliates and partners worldwide. The e-modules and assessments were developed in a device-agnostic HTML format (PC and iPad compatible) to maximize their futuristic usability and learner mobility.

The authoring of the e-modules was done using the Indegene Learning Content Management System (LCMS) that provided dual advantage of being cost effective, yet requiring very little time in localizing, translating, and updating content as per the client requirements. The e-modules have been successfully localized and translated for the European and intercontinental affiliates and partners in more than 15 countries in more than 10 languages, including French, German, Spanish, Portuguese, and Russian, etc, to name a few.

These e-modules are now hosted on the academy portal, providing the client with seamless access to deliver their sales force training, achieve comprehensive learner enrollment, evaluate performances systematically and periodically, provide feedback, and ensure tracking and reporting of the learners.

PROGRAM HIGHLIGHTS

- Developed an easy-to-access, state-of-the-art and centralized sales force learning academy
- Built on the Indegene Proprietary Learning Management System— iLearn™
- Dedicated team of medical writers, creative personnel, and project managers
- Localized and translated e-modules in 15+ countries and 10+ languages
- 1100 users enrolled in the current program with an objective to have 4000 users by the end of the year
- Currently expanding the partnership into a client global enterprise-level platform
- Indegene was awarded as the most preferred vendor partner globally by the client

OUTCOME

The client leadership has invested in the Indegene Learning academy with a Return on Investment of more than 45% compared to a local vendor for development of the academy and localization of the e-modules for local markets.

Apart from the financial benefits, the academy has also helped the client avoid logistic complexities of finding and dealing with multiple vendors to address their local market needs, ensure quality content, and standardization of training material developed.

Within a very short span of time, the learning academy has driven higher sales force performance through greater knowledge sharing and retention, improved productivity and quality from the sales force, increased job satisfaction for the sales force, consistent messaging with greater customer satisfaction. There are 1100 users enrolled in the current program with an objective to have 4000 users by the end of this year.

Indegene helped achieve this by deploying a hybrid model of onsite

CSMs who were supported by a dedicated team of medical writers, creative personnel, and project managers, providing highly customized services to the client headquarters in France as well as the client partners and affiliates worldwide. Indegene also provided the services of dedicated teams of in-house language and content experts from countries like France, Spain, Hungary, Germany, Russia, Brazil, etc, to meet the linguistic and local regulatory requirements of client affiliates and partners.

This unique hybrid model has led to successful execution of the academy, resulting in Indegene being awarded as the most preferred vendor partner for clients globally.

To take the client academy to the next level, Indegene is currently partnering with the client central leadership to expand it into a client global enterprise-level platform, thereby bringing together all the other functions of the client including its Human Resources, Research & Development, and Corporate departments, apart from the existing sales force division.

ABOUT INDEGENE

Indegene is a leading provider of R&D, commercial and marketing solutions to global pharmaceutical and healthcare organizations. Indegene partners with clients to drive both productivity and revenues by delivering better patient outcomes, optimizing cost, enhancing R&D agility, and improving sales and marketing effectiveness. A deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach helps Indegene drive transformational initiatives.

With offices in US, UK, China, India, and Australia, Indegene can partner globally with clients; leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, and business process specialists; deploy global infrastructure assets; and harness global healthcare knowledge to solve client challenges. For more information, visit <http://www.indegene.com>.

TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

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