

# GLOBAL PHARMACEUTICAL COMPANY INCREASES RETENTION WITH NEW EXPERIENTIAL LEARNING TRAINING PLATFORM

“Best learning tool yet.”

*Selling and Marketing  
Excellence Director*



## CHALLENGE

A global pharmaceutical company was looking to update their training solutions with innovative content and technology to meet learners where they are and to determine the success of the training.

## RESULTS



**COMPLETED THOUSANDS OF COURSES BY LEARNERS**



**INCREASED ENGAGEMENT AND SUSTAINMENT AMONG LEADERS**



**ENGAGED SALES TEAM IN EXPERIENTIAL LEARNING**

## CORPORATION OVERVIEW

ESTABLISHED IN THE LAST  
50 YEARS  
EMPLOYEES: 100,000+  
INTERNATIONAL HEADQUARTERS  
PHARMACEUTICAL COMPANY  
SALES: \$90+ BILLION

## SOLUTIONS

- CUSTOM TRAINING PLATFORM
- CUSTOM TRAINING MODULES
- VIDEO SHARING CAPABILITIES

# 99%

ENGAGEMENT  
AMONG SALES  
PROFESSIONALS

## BACKSTORY: ORGANIZATIONAL CHANGE CREATES NEW CHALLENGES

A global pharmaceutical leader wanted to tackle organizational change head-on by revamping their training and training platform to cross-train sales employees and get them prepared for the field quickly and efficiently.

But getting employees up-to-speed in a short amount of time was only half of the challenge. This pharmaceutical giant's existing training material was lacking in sustainment training, and methods for delivering training were outdated.

In short, they needed to train a large number of employees quickly, they needed to make sure that existing employees retained what they learned, and they needed to measure the results of the training.

Over the course of a year, Unboxed had developed a partnership with two different product teams. Each team faced their own unique challenges, and Unboxed worked closely with them to create solutions tailored specifically to those teams.

## TEAM ONE: ORGANIZATIONAL CHANGE

Team One faced a large-scale organizational change that left them with a need to cross-train their sales professionals on products that they were not yet certified to sell.

Due to the speed at which the organization change occurred, Unboxed partnered with Team One to create a platform on which all of their training materials could be stored and easily accessed by sales team members. Upon logging in, each learner was welcomed with a personalized learning journey as the system walked them through their curriculum.

Some of the existing training materials used by Team One was not as fresh and modern as they would have liked. They relied heavily on in-person training sessions, and were hoping to move some of the training to the virtual environment.

VIDEO CHALLENGES LET SALES TEAM MEMBERS GET FEEDBACK ON THEIR PITCHES TO ENSURE THEY'RE SELLING ACCURATELY AND EFFECTIVELY.

NEARLY 1,000 *SHOW WHAT YOU KNOW* VIDEOS UPLOADED

“MAKES EACH TRAINING DAY AN EASIER DAY.”

“OUR TRAINING PLATFORM IS EXTREMELY USER FRIENDLY AND ALLOWS THE TRAINEE TO EASILY NAVIGATE THROUGH THE MODULES.”

**37,000**

**COURSES COMPLETED  
WITHIN THE FIRST  
10 DAYS WITH ZERO  
SYSTEM ISSUES**

Unboxed worked closely with Team One to create bite-sized training modules to help make the content more easily digestible.

## TEAM TWO: SUSTAINMENT AND EXPERIENTIAL LEARNING

While Team Two did not face the organizational change that Team One was up against, they struggled to measure the results of their training and ensure that the sales team members in the field were performing well and retaining the skills and behaviors they need to be most effective.

To tackle these problems, Unboxed launched its learning platform, this time branded for Team Two, to house all of the training materials. To increase sustainment and utilize experiential learning, the following elements were added to the platform:

1. *Show What You Know Video Challenge*: Sales team members had the opportunity to record a video of themselves doing a role play and share the video via Team Two's platform. Videos were then collected and reviewed for compliance and technique to verify skill level and retention of knowledge. This allowed team members to learn and practice in a safe environment.

2. *Interactive Training Presentation*: Unboxed created a fully immersive sustainment and training support tool featuring rich visuals, a simple layout, and interactivity. The content was organized around topics that the sales team would use to refresh their knowledge, such as Clinical Trials, Disease State, and Patient Story, among others. As users interact with the tool, data is gathered about who is accessing the information and where and when the information is being used.

Additionally, Unboxed worked alongside this pharmaceutical partner to create simulation videos. These are choose-your-own adventure style videos that show a sales team member in action. Learners can choose what the sales person says next in sample situations and watch the results of their choice play out.

## CHALLENGE

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## SOLUTIONS

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FOR MORE INFORMATION  
[WWW.UNBOXEDTECHNOLOGY.COM](http://WWW.UNBOXEDTECHNOLOGY.COM)

**95%**  
**OF SALES TEAM  
SUBMITTED VIDEOS**

## GETTING RESULTS

### Team One

Team One's platform has been widely embraced by the sales team. With over 37,000 courses completed and nearly 5,000 resources downloaded within the first ten days of system launch, it has proven to be a very effective and valuable platform for this pharmaceutical giant.

The platform has supported Team One's National Leadership and Regional Meetings, and it is also used to support new hires. The platform had a high adoption with a 99% engagement rate among sales professionals and leaders.

### Team Two

The "Show What You Know" video challenge was a new concept for Team Two, who had previously never had the ability to launch such a program. Engagement was very high, with over 95% of the sales team submitting videos. Since launch, nearly 1,000 videos have been uploaded, reviewed, and critiqued through Team Two's platform.

Additionally, through their platform, Team Two has gained the ability to gather data through the platform to ensure sustainment moving forward. They have been more confident in their sales conversations, and can always return to their platform as a central hub for all of their resources.

### Overall

The Unboxed team worked closely with this global pharmaceutical leader through creating content, taking the content through proper legal and medical reviews, and getting everything up and running quickly for their sales teams. The learning solutions created for each team were unique to the challenges those teams faced, and the results have been exceptional and widely adopted.