

Cipla Takes Learning 100% Virtual Without Skipping a Beat
Industry: Pharmaceuticals Company Size: 10000+ Use case:
Onboarding and training, Sales Readiness Anindya
Bhattacharyya Director and Head, Sales and Marketing
Academy The benefits of MindTickle are both in front of
the screen and behind the screen. Front of the screen is
the gamification and interactivity of the content. Behind
the scenes is how easy it is for my team to play with
MindTickle and build those elements. About Cipla
Multinational pharmaceutical company operating in over 80
countries. Largest market in India. Over 1,500 products
that treat a wide range of illnesses More than 25,000
employees company-wide Challenges – India Business Rx
Continuous knowledge enhancement of a large distributed
workforce selling highly technical and diverse products
was challenging and complex. 2000+ SKU's and significant
diversity across different teams in terms of numbers of
products promoted, product value, and depth of therapeutic
knowledge required. Having meaningful interactions with
healthcare professionals (HCPs) as the core of the
pharmaceutical sales strategy was of paramount
importance Thoughtfully engaging with highly qualified and
informed HCPs with clinical expertise. Difficulty in
measuring skill levels consistently to identify
improvement opportunities. Onboarding over 2,000 new hires
yearly across therapy lines which has been a 100% face-to-
face ILT mode at a centralized location until COVID
suddenly stopped all face-to-face interactions The
solution Creating easily consumable content that is
engaging and accessible anywhere. 100% virtual onboarding
and ongoing learning program Periodic skills measurement to
identify gaps and steer learning programs Benefits:
Significant cost savings by conducting learning virtually.
Time to onboard reduced significantly (more than 70%
reduction). Learning consumption more than 3x. More than
30% growth in learners achieving an A-grade