

Janssen India Cuts Rep Ramp Time in Half with Mindtickle

Industry: Pharmaceuticals

Company Size: 500+

Use case: Coaching, Sales Readiness

Dr. Somnath Datta

Head of Commercial Excellence

Our vision was to have all learning happen in one portal.

With Mindtickle, sales reps can easily go in, find what they need to learn, and go out and do their work. And we have visibility into how they're engaging with the platform. It's a one-stop shop for everyone.

About Janssen Pharmaceuticals

Pharmaceutical Companies of Johnson & Johnson, working tirelessly to make that future a reality for patients everywhere by fighting sickness with science, improving access with ingenuity, and healing hopelessness with heart. They focus on areas of medicine where they can make the biggest difference: Cardiovascular & Metabolism, Immunology, Infectious Diseases & Vaccines, Neuroscience, Oncology, and Pulmonary Hypertension. Backed by the size and reach of Johnson & Johnson, they are transforming lives and reinventing healthcare as they tackle society's most pressing health challenges. They collaborate with the world for the health of everyone in it.

The challenge

Janssen is one of the top pharmaceutical companies in the world, known for its portfolio of groundbreaking medicines, ranging from oncology to neurology, and the development of the COVID-19 vaccine – among other innovations. Its India operations contribute \$900M USD in annual revenue. Sales reps at Janssen must have in-depth knowledge of technical, complex product offerings and, until recently, it was challenging to ensure sellers always had the training and information they needed to be ready to sell. Two years ago, the organization's learning and development team, which was under new leadership, realized the need to revamp and modernize their approach to sales enablement and coaching, with a greater emphasis on digital learning.

The solution

In 2018, Mindtickle was implemented across the entire 600-strong sales force of Janssen India, modernizing the company's approach to learning. Today, Janssen delivers and coordinates all aspects of rep learning — including onboarding, ongoing training, assessments, and coaching — from a single platform. In addition, Janssen relies heavily