

Cipla Takes Learning 100% Virtual Without Skipping a Beat

Industry: Pharmaceuticals

Company Size: 10000+

Use case: Onboarding and training, Sales Readiness

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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