

... CASE STUDY

Immersive Sales Training for a Leading Global Pharmaceutical Manufacturer

Challenge

One of the world's leading pharmaceutical companies wanted to improve their training program to better prepare their sales force to support the release of new drugs into the healthcare industry. The goal of the training was to give the sales force key knowledge and understanding of market position to best reach and appeal to the medical community.

Solution

Together with GP Strategies®, the client implemented a series of virtual escape rooms to guide the learner through a learning journey while making it impossible to 'escape' without completing each learning activity. The design was immersive, knowledge focused, and built to work for global and remote teams.

Business Impact

The virtual learning escape room has proven to be an engaging experience for learners, providing flexible access and delivering the content necessary to drive the sales team forward.

The organization plans to roll this program out to their entire sales team, as well as other teams, in the coming months, impacting over 10,000 learners.



The patient access maze won a Brandon Hall Award for Best Advance in Unique Learning Technology.



RESULTS

80% of learners rated the experience a **5 out of 5**

4.6 out of 5 participants would **recommend** the training to their peers

100% of participants gave the experience a **5 out of 5** when asked how **simple** and **easy** the **program** was to use

