Mid-size Pharma Company Supports the Needs of Multiple Internal Teams
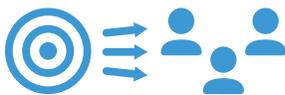
THE ISSUE

The Senior Technical Analyst for Commercial Learning and Development at a Mid-sized Pharma company sought to maximize field representatives' windshield time—the time in which they were in their cars traveling to and from remote sites. Not only did he want to take advantage of a broader organization need, he was also interested in finding a solution that was scalable.

Previously, they provided cassette tapes and CDs to their employees to listen to during their commutes. Their leaders had received positive feedback regarding the audio content but found that medium to be cost ineffective and difficult to track.

PROGRAM TACTICS

- The Mid-size Pharma company segmented their content into shows targeting different groups. They claim this made their end user feel more in control and more important.

- They formed a "core-evaluation" team consisting of employees from different areas of the business who helped to identify future end users and pre-existing content that could be turned into new podcast episodes.

- A consistent and reliable release cadence and uStudio's push notification feature helped to guarantee employee adoption within this pharmaceutical company.

- To support additional teams, they had fake advertisements throughout their podcast episodes announcing updates from other areas in the business.

- Their podcast program scoped out 4 to 5 episodes to record at once. By following this schedule the team was able to maximize their time editing and keep to a strict release schedule without feeling constant pressure to record, edit and publish.
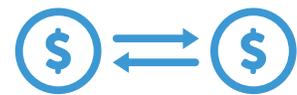
THE RESULT

TARGET TEAMS

They have 11 different podcast shows within uStudio, each targeted to different field sales organizations based on their role at the company.

MICRO-LEARNING

They have created supplemental micro-learnings that are now available to employees whenever they might have a free moment to dedicate towards corporate learning.

CALCULATE ROI

They can now calculate ROI for their learning and development efforts.