



An HCL Technologies Company

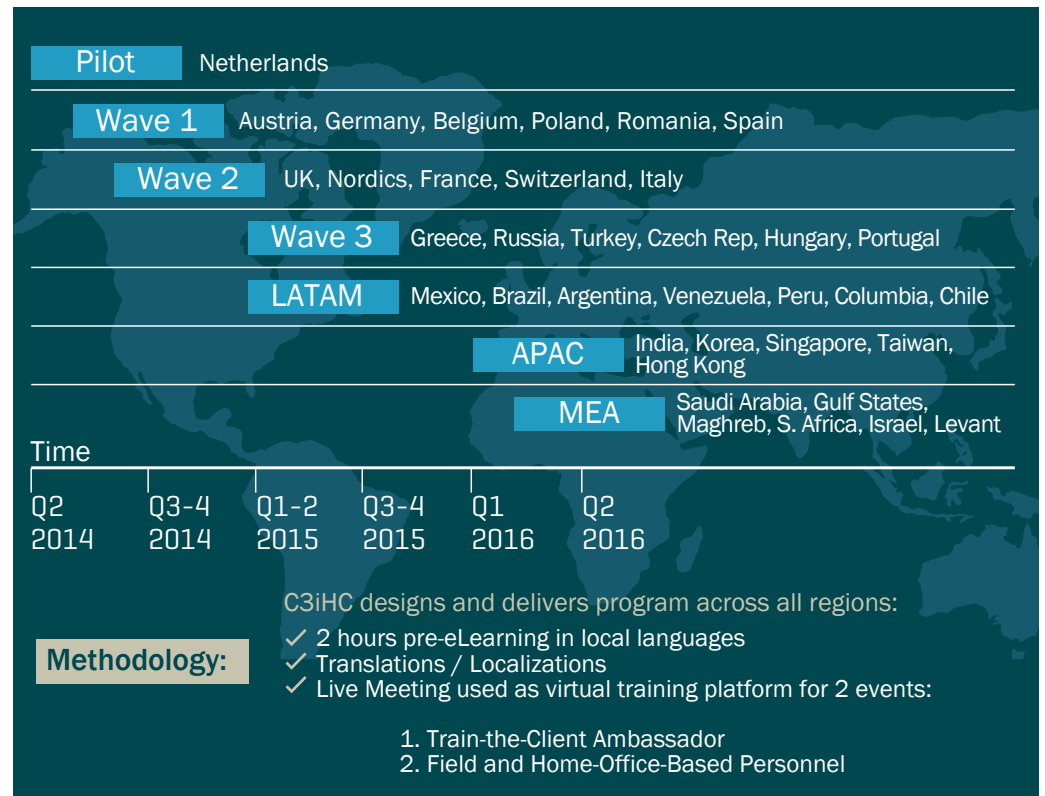
Multinational Training Design and Delivery for a Cloud-Based CRM System

A Blended eLearning and Virtual Instructor-Led Training Solution

C3i Solutions offered a training solution innovatively blending the primary benefits of face-to-face engagement with the cost-savings of self-paced eLearning and virtual (remote) training delivery.

The Challenge:

A global Top 10 pharmaceutical company turned to C3i Solutions, an HCL Technologies Company, for the rollout of the cloud-based Veeva CRM system to over 2000 of its sales reps in over 40 countries and 13 languages across the globe. C3i Solutions had to design a virtual instructor-led training program with its virtual trainers working in conjunction with the client's in-person "CRM Ambassadors" to provide the advantages of classroom experience without travel costs and lost productivity. Furthermore, C3i Solutions had to localize the training materials with unique system screen shots and translations for each country in a compressed timeframe (usually less than one month), sometimes with periods of consecutive weekly launches, e.g., Wave 1 was accomplished in less than two months.





The Solution:

A Blended Distance Learning Solution

C3i Solutions offered a training solution innovatively blending the primary benefits of face-to-face engagement with the cost-savings of self-paced eLearning and virtual (remote) training delivery.

Phase 1: CRM Fundamentals eLearning

- Interactive, simulation-based eLearning modules customised by learner type
- Knowledge checks and final assessment

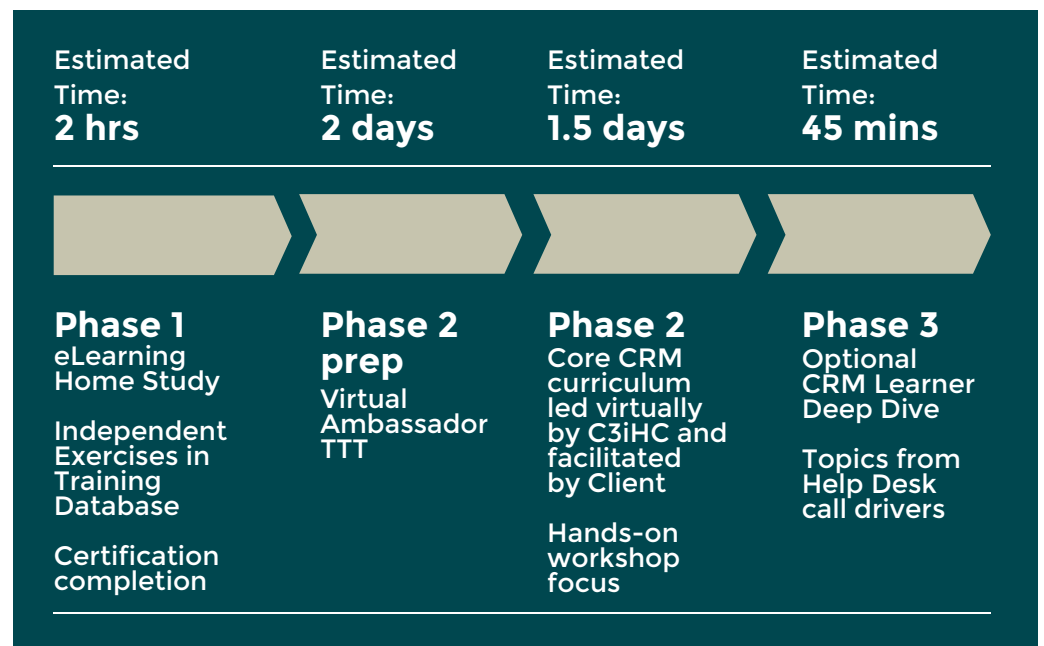
Phase 2 Prep: Train the Client Ambassadors

Ambassadors were prepared to serve as onsite facilitators between the remote C3i Solutions instructor and the learners who followed along on their iPads and laptops

Phase 3: Virtual Instructor-Led Training (vILT) Sessions by Country

- 1.5-day-long vILT sessions, including independent workshops and breaks to keep engagement high
- Virtual training “pods” - 5 classrooms each, 25 onsite learners per class = 1 remote trainer managed up to 125 students

Currently, C3i Solutions service desk solution supports 200 applications and 3500 users in ten languages across 33 countries in Europe. Inbound traffic across the network exceeds 6000 calls and e-mails per month and approximately 1800 service desk tickets. Complementing the service desk, C3i Solutions also supports the client's manufacturing site in France with 1100 users, providing 24/7 multi-channel support in English and French which generates additional 550 cases a month through 700 inbound calls and e-mails. Virtual MS Office training, video recorded trainings, SharePoint administration and web site design are some of the incremental services also being delivered to the client.



Additional vILT and/or eLearning modules slated to be developed Determined by Help Desk calls and/or new CRM functionality

Localisation Strategies:

Given that there was a rolling launch weekly during each phase of the implementation, with access to local country learners and data coming just two to three weeks ahead of each launch, C3i Solutions needed a way to localise the materials regardless of whether the country's database was finalised.

The preferred method is to capture local screen shots in the leader's PowerPoint and Quick Reference Guide (QRG) prior to translation of associated text. (Fig.1)

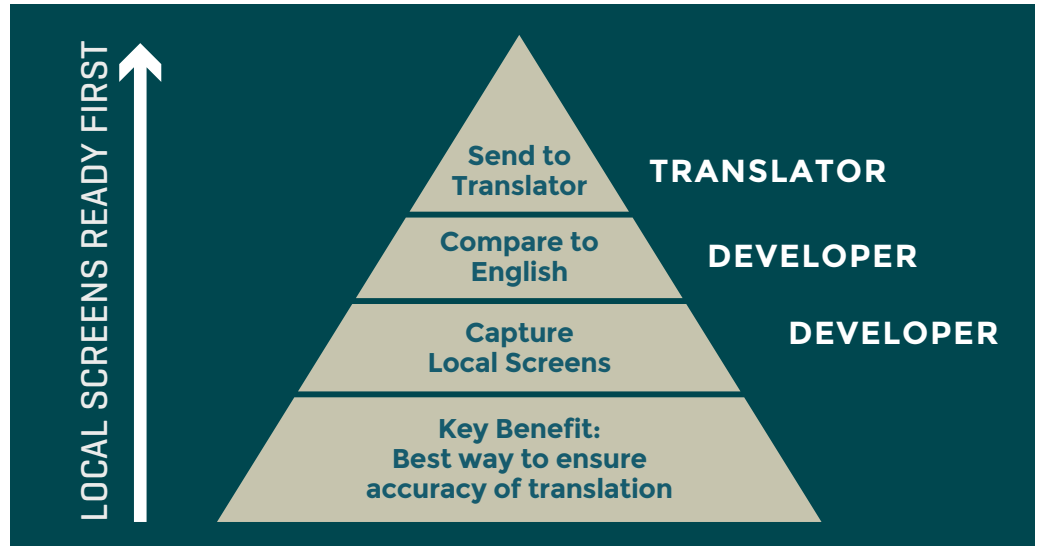


Figure 1

Final Results:

- ✓ Over 40 countries launched with over 2000 learners
- ✓ No significant connectivity issues with any training sites
- ✓ Post-go-live data (interaction records and synchronisations) indicate almost universal adoption of system immediately upon return to the field
- ✓ Achieved a significant reduction of organizational costs
- ✓ Increased flexibility in training schedules allowed concurrent sessions across multiple time zones
- ✓ Limited time off territory