

How Cipla Takes Learning 100% Virtual Without Missing a Beat

Cipla

Headquarters: Mumbai, India

Founded: 1935

Company Size: Over 25,000 employees globally

Industry: Pharmaceuticals

“*Mindtickle gave us the biggest support while we made that very agile transformation to 100% virtual; we didn't drop the ball.*”



Anindya Bhattacharyya
Director and Head – Sales and
Marketing Academy, Cipla

THE CHALLENGE



One of the cornerstones of Cipla's learning programs is its onboarding. But prior to the COVID-19 pandemic, the program was held in person and ran between seven and 11 days. With over 2,000 new hires annually and face-to-face learning off the table, the team at Cipla knew that they needed to adopt a new, virtual approach to the program without disrupting the learning and development of an entire cohort of new hires.

THE SOLUTION



The team at Cipla quickly found that the solution to their challenge was implementing a 100% virtual onboarding and ongoing learning program. To do this, they would create easily consumable content that was both engaging and accessible anywhere. With periodic skills measurement to identify knowledge gaps in reps and the ability to use that intel to steer learning programs, Cipla's new learning program was poised to be more effective than anything they'd had in place previously.

KEY RESULTS

Significant cost savings by conducting learning virtually

70%+

reduction in time to onboard

3x+

increase in learning consumption

30%+

growth in learners achieving an A-grade

Increased functionality drives the need for change

Cipla is a global pharmaceutical company that produces therapies for patients with a wide range of illnesses from heart disease to HIV. India is their biggest market and has approximately 9,000 active field sales employees spread across about 450 locations. With over 2,000 new joiners per year, the knowledge levels of all staff need to be continuously updated so that they are prepared to make meaningful interactions with healthcare practitioners.

Prior to implementing Mindtickle, their onboarding program was held in person and ran between seven to 11 days, depending on which team an individual is from and how deep and wide their portfolio was. Sessions were run by a team of cross-functional trainers from Medical Affairs, Marketing, Sales, HR, and other allied functions.

With Mindtickle on deck, Cipla was able to reduce the average employee's time to onboard by more than 70%.



“ The sales force needs to have meaningful interactions and a minimum level of knowledge to be able to hold a conversation. ”

Anindya Bhattacharyya, Director and Head –
Sales and Marketing Academy, Cipla

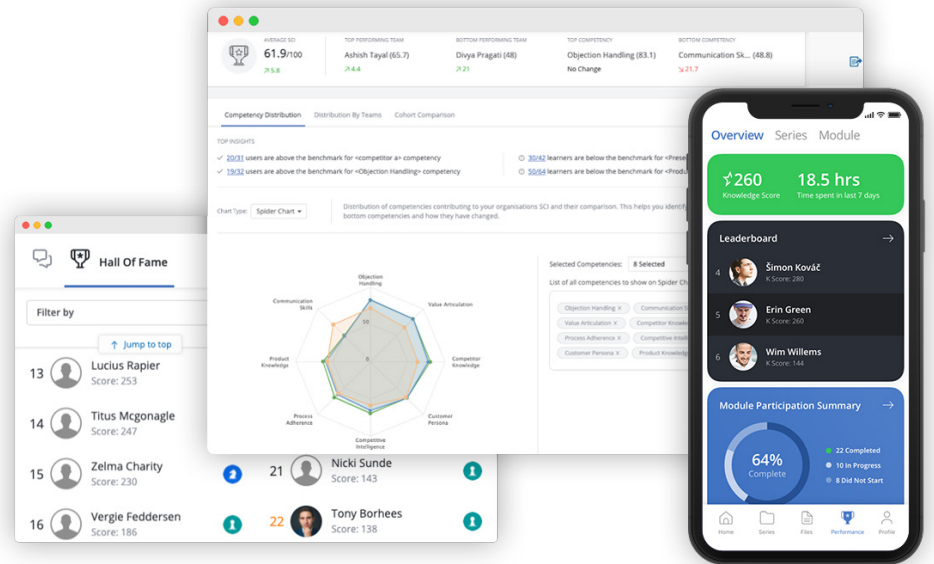
Why Cipla chose to implement Mindtickle

With such a large field team, which is so diversely located, it was very important for learning design and deployment to happen at scale and with speed. While Cipla already had a learning tool in place, they wanted functionality that extended beyond simply playing content.

In 2019, they switched to Mindtickle because it enabled them to deploy content that was bite-sized and highly engaging quickly. On top of that, being able to measure the skill of learners and integrate their sales managers into the process was essential.

The Cipla team was looking for a platform that allowed them to measure skill and integrate the sales managers into the process. Mindtickle Missions enabled them to do that.

With Mindtickle, it became easier than ever before for the team at Cipla to set up a new rep profile, add content, and create assessments.



CIPLA SNAPSHOT

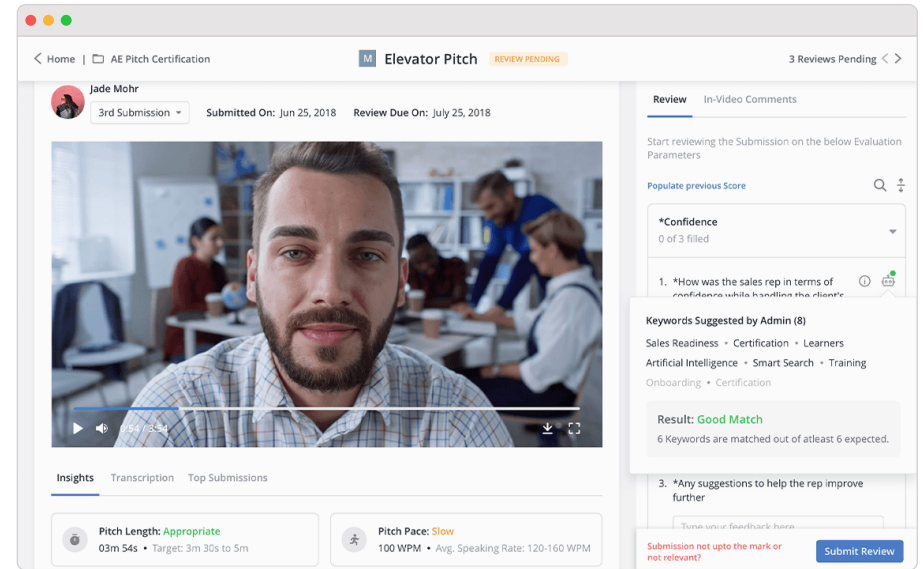
- * Multinational pharmaceutical company operating in over 80 countries
- * Over 1,500 products that treat a wide range of illnesses
- * Uses Mindtickle to onboard 2,000 new hires annually and equip them with ongoing education to prepare them for the field

Continued success from Cipla's onboarding program

Mindtickle was already an integral part of Cipla's learning programs, but once the COVID-19 pandemic hit it became invaluable, as their face-to-face onboarding program was not feasible.

But as the markets started opening, their field staff were no longer homebound. So while they went back to almost pre-COVID call volumes, learning did not go back to pre-COVID times. They are now able to achieve 3.54x the pre-COVID learning consumption and it is primarily disseminated on Mindtickle.

Over the course of 2020, the team at Cipla trained 160 batches of new hires. Over time, their batches became smaller and they are now training people faster.



“ Mindtickle helped us disseminate learning content quickly to our 9,000 strong field force who were homebound due to the lockdown. ”

Anindya Bhattacharyya, Director and Head – Sales and Marketing Academy, Cipla

mindtickle

Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?

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