Mobile Learning.
Anytime. Everywhere.

Gilead had one "simple" wish: To provide its 2,000 US, UK & EU sales personnel with a single point of access to all of its content, curriculums, activities and assets currently distributed across a vast array of LMSs and applications.

SITUATION

RIGOROUS REGULATIONS + COMPLIANCE
create extraordinary amounts of documents and data

EXPONENTIAL BUSINESS GROWTH
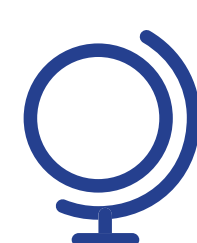fuels ever-growing training demands

LEGACY SYSTEMS ACQUIRED OVER DECADES
quickly become outdated, inefficient and significant cost centers with a jumble of training, onboarding and learning applications

LEARNERS LEFT ADRIFT + UNMOTIVATED
with multiple admins and systems requiring separate access and poor visibility into outstanding modules

KEY DOCUMENTS NOT ALWAYS AVAILABLE
on mobile vs. desktop or at the salesperson's location

REPORTING WAS NEITHER ROBUST NOR INFORMATIVE
with no understanding of the learner's journey

APPROACH

Scope and develop a personalized and transparent global learning platform

Available anywhere, anytime upon sign-in to a native iOS application on iPads or other mobile devices

Align with management goals to extend the life and original investment in legacy systems
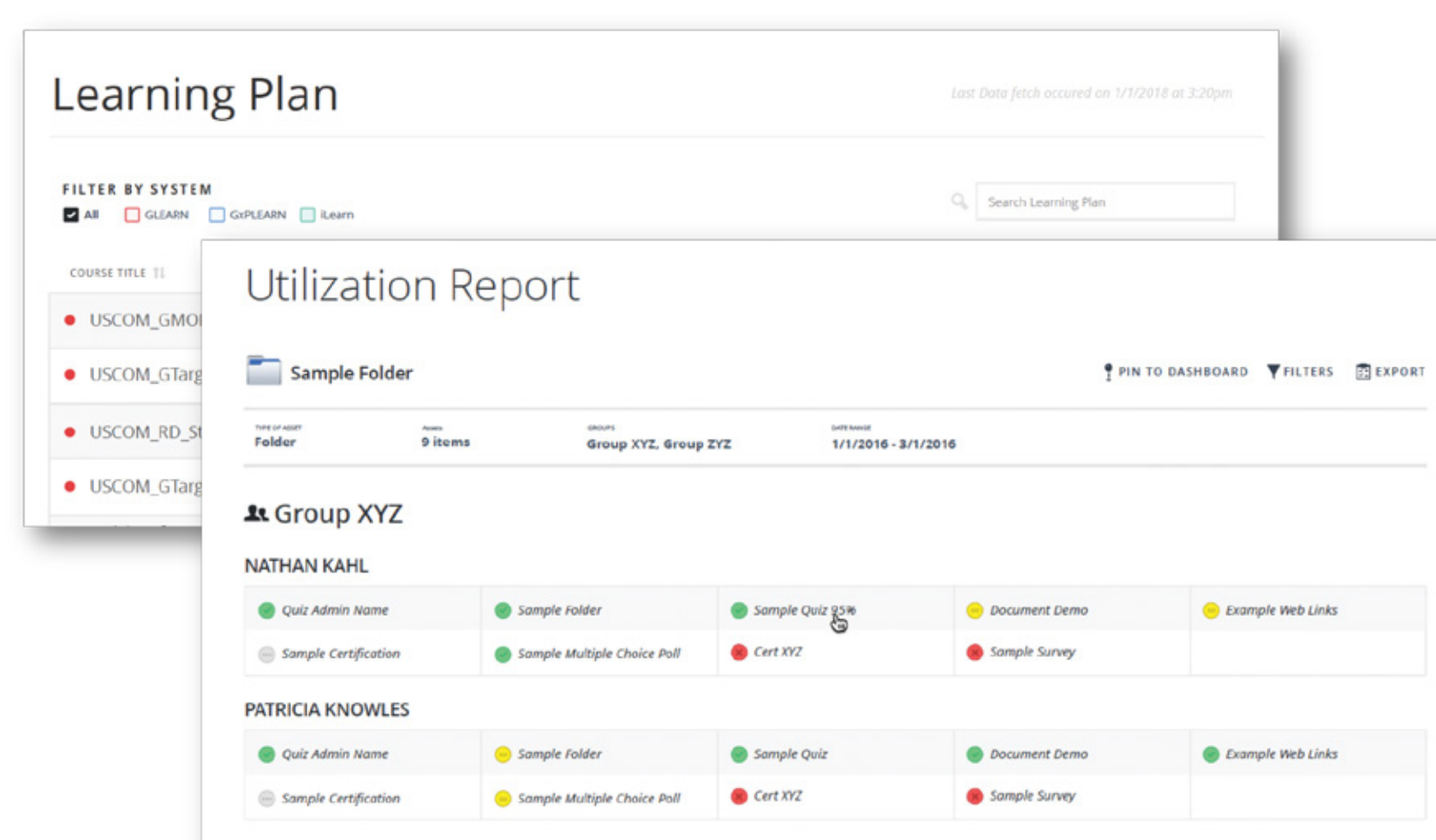
Use agile development to deploy in months vs. 3x/4x longer for a new learning system

RESULTS

FOR LEARNERS:

Results show knowledge acquisition has soared, learner engagement has significantly increased

Completion times have decreased, as learners understand precise goals, yielding more available time to sell

Feedback shows training is a "want-to-do" vs. a laborious, difficult and confusing "must-do"

Mobile platform houses static and dynamic content for diversified and engaging learning

FOR ADMINISTRATORS:

Results revealed that it is an easier tool to manage, decreasing costs, confusion and redundancies, saving considerable personnel hours

An integrated, scalable solution allows new tools/apps to be easily added, like an Active Directory that automated user onboarding and removal

Feedback showed admins feel more empowered to effectively target relevant content to learners

A NEW REPORTING PHENOMENON:

Full, transparent and accurate reporting gives learners a true sense of accountability

Streamlined reporting ensures knowledge and reveals proper fit of the learner to the job sooner

By giving learners their real-time test performance and engagement rates, they understand their learning journey, strive to do better and ensure that expectations are met

Managers can jump in to provide coaching or make adjustments

85,000+ Users in the Life Sciences

| PHARMA | BIOTECH | MEDICAL DEVICES |

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