

CASE STUDY:

Pfizer, Inc.

A leading research-based biopharmaceutical company



Pfizer applies science and global resources to deliver innovative therapies that extend and significantly improve lives.

OVERVIEW

Pfizer Inc. utilizes over 20,000 Physicians and healthcare professionals across the U.S. to present product-related programs for other healthcare professionals. These speakers are coordinated by Pfizer Sales Reps in each region.

Pfizer was rolling out a new speaker management system for Sales Reps called EZSpeak. In conjunction with the rollout, 8,000 Sales Reps had to be trained and supported in the use of the new application.

KEY CHALLENGES

- ✦ Pfizer's Sales Representatives were widely distributed throughout the United States.
- ✦ There were approximately 8,000 Sales Representatives to train in conjunction with the EZSpeak rollout.
- ✦ Their LMS solution needed to integrate with the EZSpeak application.
- ✦ Access to EZSpeak was to be granted only after successful completion of training.
- ✦ Page-level application "Help Documentation" was required.

SOLUTION

ePath Learning's Pro Services team was contracted to design and develop online learning and system documentation. The training was developed, delivered, and tracked using ePath Learning's ASAP LMS and other off-the-shelf system simulation and graphics tools. Over 8,000 Sales Representatives and Managers were successfully trained along with the staged system rollout over a three month period.

Sample Screens

