

Long Term Global Veeva Training Partnership

Customer Profile

Founded in 2000, this client is a science-led global healthcare company with a special purpose to improve the quality of human life by helping people do more, feel better, and live longer.



Value Delivered



- There was almost an immediate and universal system adoption upon return to the field and office for all deployments.
- Customer satisfaction score averaged 4.7 out of 5 for all pieces of training.
- Long term partnership and understanding of the client's ways of working allow us to quickly ramp up and assist when the need arises.

Business Challenge



Over a nine-year partnership, the client has relied on HCL Global Training Services to train its users on a plethora of software solutions throughout the organization. Business process knowledge, understanding of the ways of working, and strong technical prowess were paramount to engaging in this relationship and fostering growth.

Training needed:

- 1 Global Medical Information deployment
- 2 Global CRM deployment
- 3 Global PromoMats Vault deployment
- 4 Commercial Contact Center
- 5 Ongoing development

Our Solution



For their Global Medical Information deployment, we were tasked to provide training on Veeva CRM, Salesforce Service Cloud, and Veeva Vault MedComs integration to MSLS and Medical Fulfillment specialists. We developed and delivered role-based training tracks in a cascaded approach so that users were trained on access to and use of medical information.

The Global CRM deployment approach was tailored to the client's sales model and localized by various regions. Approximately 30,000 end-user learners around the globe were trained in this endeavor. We provided self-paced e-learning modules for local language and specialized video modules for large-scale training in China as well as leaser's guides, practice activities, and agendas for 5+ audiences.

We coordinated with Train-the-Trainers and SPOCs to understand their

business market needs prior to the training. To assure a rapid and seamless rollout we adopted a team-based approach and conducted large classroom training.

The Global PromoMats Vault deployment required working with local marketing teams to assist them in using Veeva Vault to adapt corporate materials to individual market needs.

Using the flexibility of PromoMats and hands-on workshops, teams learned to effectively tailor and deploy materials for use around the world.

The Commercial Contact Center training re-used training materials from the medical deployment to save money, create efficiency and promote consistency. There were different process flows trained for multiple service centers. Introductory e-Learning supported the classroom training. We also provided end-user training to each service center and

Train-the-Trainer sessions for sustained training.

This project was a Global deployment for US and EU5 markets.

Ongoing development for North American new hires and MSLS saw a conversion to entirely video-based training. HCL Technologies global training services maintains this e-Learning, adding additional e-Learning modules whenever needed. We are currently engaged in a global event management deployment across multiple markets, with customized training delivered to meet the needs of varying market requirements. Upcoming training deployments are planned for the newly released Engage Connect platform, allowing medical representatives to communicate with their customers more effectively.

