



A Rehearsal Use Case: Pharmaceutical

PRACTICE AT WORK

When every word matters to the well-being of the customer, practice is essential.

The Challenge

A global pharmaceutical company was experiencing a recurring need for product messaging accuracy. The company needed its sales representatives to “turn on a dime” new and frequently changing messages about its products. Further, the messages must be accurate and delivered with uniformed passion, conviction, and enthusiasm to ensure that customers grow more confident with the company’s products.

The company identified the problem as a result of varying learning curves among its sales team representatives. Sometimes the team took up to 7 weeks to speak “the same language” and at the required level of accuracy. The lag was correlating to negative

revenue trends. This trend prompted the company to find a solution that would allow its leadership to “see” where its sales team reps were deficient. Physically watching 3,000 sales reps was not a feasible option, so the company sought out providers of virtual, video-based tools.

The Solution

Vetting companies to provide video-based services for a pharmaceutical company is no small task. Any recorded information about a pharmaceutical product could be perceived as misinformation even if that information was not client facing. Hence, after a strict vetting process, the company chose Rehearsal as the platform of choice for its ease of use, ability to store...

*“What made me successful...
What made my team successful...
It's repetition. It's fundamentals.
Success comes from time and effort. Rehearsal is built on that premise.”*

The Solution (continued)

appropriate and secure information, and for its flexibility based on the expected demand for customization and service. Additionally, the company's leadership team saw Rehearsal's technology as intuitive and easy to use and Rehearsal's team as willing to “bend over backwards” to provide for the company.

Choosing a vendor, however, was only the first hurdle to deployment. It took the company nearly a year to come up with the guidelines and standard operating procedures (SOPs) to ensure the least amount of risk to employees, customers and the company itself. While this process was arduous, it was made arduous by design and included Legal, Compliance and Oversight to create a plan that would be accepted, embraced, and would work for the benefit of the company. The intention to use Rehearsal was not singular; the company hoped to use Rehearsal as a widespread way of doing business.

The guidelines and SOPs were approved by all and, after 18 months from date of concept, the company moved into a pilot with Rehearsal.

The Results

The pilot included two scenarios requiring responses from sales reps and grades and coaching from managers during a one-month period. The pilot encompassed seven regional business directors, 38 district managers, and 19 district representatives across multiple regions. Sales reps were prompted to respond to each scenario with a video response no longer than two minutes. The managers assumed the role of “mentors” and were responsible for grading the reps' responses and providing feedback. Business directors audited or “spot-checked” responses and grading for consistency.

The pilot group was surveyed after the one-month time period...

The Results (continued)

expired and no one could believe how positively the team responded especially when representatives previously expressed a disdain for role play and video.

Sales representatives responded with a 92% “successful” rating when asked to rate the utility of the and value of the practice sessions; and managers rated the same criteria with 85% satisfaction.

Furthermore, pilot members provided video testimonials on the Rehearsal platform to further emphasize their satisfaction. These testimonials were later built into a video shown to executive leadership as part of a request to officially make Rehearsal part of the company’s process.

The company was granted permission for full implementation and extended use of Rehearsal to 3,000 sales representatives and 400 managers. The sales reps see the new scenario in accordance with scheduled product rollouts and are asked to respond using brand specific language and localized access. Responding to each scenario is required. The company believes that repetition and fundamentals, time and effort will serve as the premise of its future.

92%
*of sales
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the Rehearsal
platform successful
in terms of
utility and value.*