



## Cost-effective sales improvement for enterprises

**Winner of Brandon Hall Excellence in Learning Award 2004—a training program for improvement of OTC sales at GlaxoSmithKline**

GlaxoSmithKline (GSK), headquartered in the UK, ranks among the world's leading pharmaceutical companies. It has an estimated 7% share of the global market, with annual sales in excess of \$35 billion. GSK has over 100,000 employees worldwide and aims to improve the quality of human life by enabling people to do more, feel better, and live longer. GlaxoSmithKline Australia, with over 1500 people, is one of the largest pharmaceutical companies in Australia.

### THE NEED FOR E-LEARNING

The GSK College Center of Excellence is the training arm of GSK Australia. It hosted a Business Improvement and Planning program directed towards educating the sales force on various aspects of over-the-counter (OTC) products made and marketed by GSK.

Originally the training was classroom-based and was difficult to implement because sales personnel were constantly mobile. To make the business improvement and planning program a success, Web-based training had to be developed, which would allow the sales force to undergo the training at a convenient time and place. Tata Interactive Systems was commissioned by GSK to develop a training program to meet this need.

## HOW OUR SOLUTION HELPED

Tata Interactive Systems developed a Web-based training program to cater for GSK's need to train its sales personnel. The program covered:

- Basic human anatomy and physiology.
- Common diseases affecting people.
- Symptoms and treatment of these diseases.
- Specific OTC products of GSK for each of these disease conditions.
- Key marketing and selling techniques used in field sales.



**"Tata Interactive Systems joined with us at GSK to create a working partnership to deliver a top quality custom e-learning solution that was not only a user-friendly product, it also demonstrated an attention to detail and an understanding of the application of the knowledge that has been well received within the business."**

**Lesley Bennett**

**Learning & Development Manager  
GlaxoSmithKline**

The key challenges in this engagement were:

- Successful conversion of the existing instructor-led program into a Web-based one.
- Design of an engaging, interesting, and interactive course, while keeping it simple and concise.
- Explanation of highly technical concepts and medical terminology in a clear and unambiguous manner.

Meeting the needs of a constantly mobile global sales force in the absence of a central hosting system like an LMS that could be accessed globally.

Features of the program:

- Highly engaging and interesting with extensive use of case scenarios and interactive exercises.
- Visual design that allowed first-time users to navigate the course linearly while allowing other users to jump to any section. This ensured the completion of the course by all.
- Logo theme throughout the program and a mascot to provide visual relief.
- CD-based with strong security features.
- Assessments that were hosted on the GSK intranet.
- Combination of CD-based learning and intranet-based testing allowed users to complete the course at their own pace while also allowing the training manager to monitor progress.

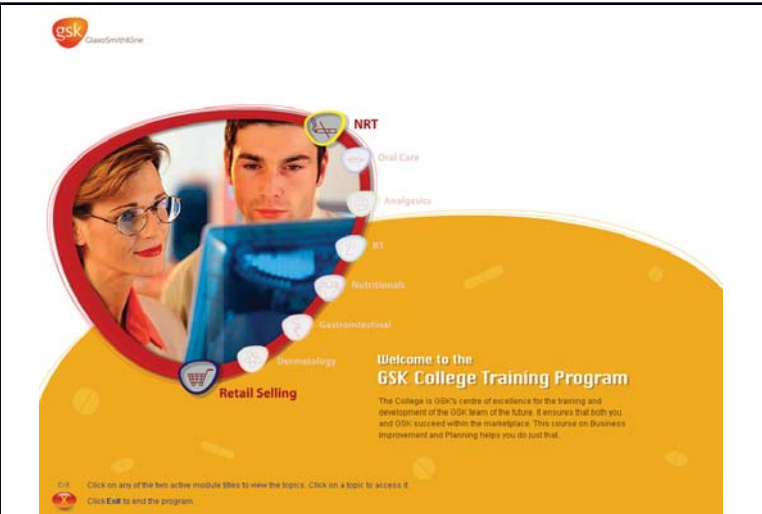
## TECHNOLOGY USED

The entire training program was designed using HTML, DHTML, Flash, and ASP.

### SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of GSK's OTC products' sales-training program; a part of the business improvement and planning program. To experience our products at work, you may view our demos by registering online at: [www.tatainteractive.com](http://www.tatainteractive.com).

**Real-life scenarios interspersed throughout the program makes the learners relate to the actual work environment**



**Modules were organized around objectives**



**Highly technical concepts of diseases and medical terminology are explained in a clear, concise, and unambiguous manner**

