

Abbott Delivers Collaborative Learning in the Flow of Work and Sees 2-3x Improvement in Messaging Using Allego®

Abbott's Key Challenges

At Abbott Laboratories, the sales training team for the Chronic Pain Therapy Division was facing two problems:

Lackluster Reinforcement Training

"We had a good onboarding program, but we didn't have ongoing reinforcement training or the tools for just-in-time learning," said Travis Hecker, Senior Manager of Global Sales Training.

Existing Learning Modules Were Not Engaging

"When I asked our LMS administrator to pull up the data, I was shocked," said Hecker. "Less than 1% of our field reps had ever accessed any module voluntarily. The only reason they were looking at the content was because I told them they had to."

Executing With Precision in Allego

Hecker and his team adopted Allego to enhance the division's training programs and promote higher engagement. To introduce the learning and enablement platform, they decided to focus on just a handful of initiatives that they'd execute with precision.

They introduced contests that encouraged the sales force to record videos of themselves sharing best practices – "Here are the problems we face, and here's how I solve them in my territory."

The training team also launched a podcast series in which subject matter experts from different departments recorded updates on a variety of topics—from new marketing initiatives to the latest clinical studies that could be incorporated into future sales conversations.



INDUSTRY: Medical Devices and Health Care

COMPANY SIZE: 109,000+

LOCATION: Worldwide

ABOUT: Abbott Laboratories is an American multinational medical devices and healthcare company that creates breakthrough products in diagnostics, medical devices, nutrition and branded generic pharmaceuticals, working to make a lasting impact on health in the more than 160 countries they serve.

"Allego has become part of our internal culture. We talk in terms of, 'Did you Allego that?' 'Can somebody Allego this?' It's a go-to resource for all of our sales reps"

TRAVIS HECKER
Senior Manager of
Global Sales Training

Employee Engagement Skyrocketed

Thanks to these efforts, employee engagement skyrocketed. “We soon found that it didn’t matter what the contest prize was,” said Hecker. “Our reps just wanted to win the contests. I could offer a T-shirt to the first person to complete an assignment, and I’d have 50 people emailing me to ask if they were first.”

To date, 64% of Allego users have shared a video of themselves talking through best practices or sharing how they’ve solved problems, helping the organization build a video library that demonstrates what ‘good’ looks like.

The success of this program is self-evident. According to Hecker, “We’re at almost 200,000 video views or content views since we rolled out last July.”

By making video content available before the formal onboarding, he hopes to establish a higher baseline of knowledge for new hires before they even arrive for in-person training.

That way, “we can dedicate all of our time to experiential learning – to the application of the knowledge they’ve already gained by participating in these video courses.”

92%

Voluntary Adoption

2-3x

Improvement in Messaging Consistency and Effectiveness

200,000+

Video and Content Views

[Click Here to Hear How Abbott Quantifies Allego's Impact on Revenue Outcomes Post New Hire Training →](#)



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