



# MANUFACTURING CASE STUDY

## Overview

JPW develops Communications and Training for an American multinational medical devices, pharmaceutical, and consumer packaged goods manufacturing company founded in 1886. The corporation includes some 250 subsidiary companies with operations in 60 countries and products sold in over 175 countries. They decided to develop their Deal Desk Intake and Workflow Technology Solution utilizing Salesforce Lightning.

## Challenges

- The intake process, needed to be moved into Salesforce for internal and external users including Deal Desk Analysts, Contract Administration Team, Field Sales Admin (including Distributors), and Account Management teams.
- The four groups would be using the technology differently.
- This solution represented a significant change in use for all of the impacted user groups.
- Training would need to be delivered to approximately 150 internal users, and approximately 400 external users, across the country, through small group virtual training within a short time period.
- Different user groups preferred different web conference sessions and client was trying out new conference tools during the rollout window.

## Solutions

- Design a comprehensive communication plan to build awareness and desire, to reduce resistance.
- Develop an accelerated development timeline, in order to ensure training could take place in 2 months.
- Design the role-based curriculum for the Intake and Workflow processes to ensure relevancy.
- Design and deliver virtual learning sessions across three web conference platforms to accommodate technology differences across user groups.
- Schedule sessions at various times during the day to accommodate various time zones

## Results

- JPW designed, developed, and delivered all aspects of the program on time and 10% under budget.
- All users were able to attend training convenient to them.
- Additional training sessions were scheduled after the main rollout to deliver the training to another division within the company



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