

# Flexible and enriched L&D services for a pharmaceutical major



## Business Need

- The customer's L&D services were out-of-sync with the ever-evolving business needs
- Paucity of domain-specific (L&D) knowledge and processes was impacting costs, knowledge sharing, and growth
- The customer required a solution for:
  - Reducing L&D costs
  - Reducing time required to deploy learning assets as per evolving business needs
  - Providing high quality learning experience for employees
  - Enabling seamless operations in case of high volumes



## Genpact Solution

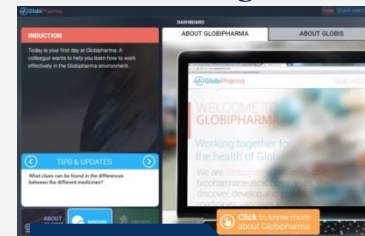
- Ongoing engagement since 2008, with various stakeholders, across the globe, consistent support provided to their marketing and learning initiatives.
- On demand, one-stop-shop for L&D needs - across learning platforms and languages
- Delivered 600+, and counting, high-quality learning solutions till date
- Learning and marketing communication solutions delivered:
  - Instructor-led Training (ILT)
  - eLearning
  - Mobile and tablet-based learning
  - Video tutorials and job-aids
  - Interactive videos and process simulations
  - Gamification in eLearning



## Business Impact

- Scalable and flexible training delivery
- Improvement in knowledge and skills of employees enabling business growth
- Faster time-to-market for learning products
- Cost reduction through Lean and GB process implementations

### Real-life based game/simulation to enhance learning of sales force



Gamification

### Engaging e-Learning for Legal and compliance requirements



eLearning