



Boehringer Ingelheim strengthens its sales team

The Boehringer Ingelheim France pharmaceutical company develops, manufactures and markets innovative medicines for human beings and animals. Previously, the company's Animal Health department organised six seminars a year assembling all the sales teams from across the country to provide them with training. In 2008 the department decided to partially replace this costly practice with an online training solution which allows representatives in the field to take part.

By selecting the Epistema solution, the department is now

“We were looking for a tool that was appropriate for our needs and sufficiently user-friendly.”

Fabrice Thoulon,
Director of Scientific and Regulatory Affairs, Animal Health department
Boehringer Ingelheim France

able to create and integrate content and to manage schedules.

Because the online training sessions are short, each consisting of a course module and a test, representatives can

fit them in whenever they have some spare time. Soon all of Boehringer France's employees will be trained using Epistema. ■

GOALS

- › Reduce training costs and enable representatives to complete modules while in the field.

SOLUTION

- › Epistema LMS

BENEFITS

- › Cost savings
- › Meeting the assessment targets set
- › Intuitive, user-friendly tool