



THE CHALLENGE

A large pharma company was moving to Office 365 and retiring two separate tools used for Instant Messaging and Web Conferencing. The switch occurred for everyone in the company in locations worldwide on the same day, having the potential to disrupt important meetings as people adapted to the new platform. The over 30k employees were already suffering from information overload, so novel ways of reaching the audience with the right information needed to be used.

HOW PHARMICA HELPED

To ensure the clients were aware of the change and when it was happening, Pharmica coordinated in-person events at the various locations to supplement the global email messages. A framework for the events, along with centralized resources were developed so that local champions were able to easily access the content they needed and allowing them to personalize it to their location. Over three weeks, 51 in-person events were held in 47 countries. Additionally, key deltas between the existing tools and the new were analyzed and prioritized based on their impact to the business. The information given was focused on minimizing the disruption in the first few weeks with links to additional resources to help employees maintain productivity without disrupting business continuity.

LASTING RESULTS & RELATIONSHIPS

Analysis of support tickets one week after rollout revealed that only 12% were "how to" questions, allowing the support team to focus on technical issues. A senior VP commented *"Kudos to the team that took so much effort to get us ready and have this deployed with what seemed to be very little issues. The change management approach was highly effective. From my 26 years here, I think this was the smoothest enterprise deployment I have ever experienced."*

Information overload is an increasing problem for BioPharma. Not only do we need to use novel methods to reach people, but we also need to ensure that the right information is being delivered without overwhelming our clients. Pharmica understands that different audiences have different needs. Who delivers information and how they deliver it is as important in getting people's attention as the message itself. In the face of change, Pharmica can help deliver news without stress.