

Sun Pharma Revolutionises Employee Training with Innovative Sunpertise App.



Powered
by Cnnect.

grow together[®]



The Client.

Sun Pharma, with its headquarters in Mumbai, India, is recognised as the **world's fourth-largest generic pharmaceutical company**. Since its establishment in 1983, it has grown into a global powerhouse, engaged in the research, production and promotion of pharmaceutical products. These products include prescription drugs, over the counter medicines and active pharmaceutical ingredients (APIs).

The company operates in fields such as **cardiology, psychiatry, neurology** and **gastroenterology**. Its wide range of products is distributed across over **150 countries**. This extensive global presence reflects **Sun Pharma's** dedication to delivering **high quality healthcare solutions** that are accessible to people around the world.



The Need.

In the ever-evolving field of pharmaceuticals, **Sun Pharma** recognised the need for their employees to access **continuous learning**, in order to stay abreast of the latest scientific advancements, regulatory changes, and technological innovations.

They also needed to address the logistical complexities of **reaching 38 000 employees** across the globe, using innovative approaches to deliver consistent and high-quality learning experiences.

A scalable communication system was essential.

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Your seamless operational capability making every process & plan is noticed & appreciated.

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Monika Croll,
Training Manager,
Sun Pharma



The Solution.

Sunpertise App Powered by Cnnect

Recognising the challenges in providing **continuous learning** to its extensive global workforce, Sun Pharma collaborated with Cnnect to craft a solution - the Sunpertise app.

Using Cnnect's Learning Management Solutions and Communication Tools, the Sunpertise app serves as a **dynamic platform** delivering **targeted training modules, real-time updates on industry trends,** and **critical information** regarding regulatory changes.

This ensures that Sun Pharma's **staff remain** not only **well-informed,** but also equipped with the **latest knowledge** and **skills essential** in the pharmaceutical landscape. The app ingeniously **centralises learning resources,** eliminating logistical hurdles associated with managing such a vast and diverse workforce.

Key features of the app include **personalised user profiles** for tailored learning experiences, a **comprehensive reference library** housing information on Sun Pharma's products, **engaging quizzes** and **surveys,** a news broadcast functionality, and the **Sunshine Hub** - an HR portal encompassing policies, company benefits, and other essential HR-related documents.

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Cnnect offered a more upmarket plug n play option with the extra allure of allowing us to creatively OWN and re-story our e-learning platform by being a pivotal part of designing our unique, individualised look & feel with additional benefit of the expertise of Cnnect. The gamification elements & the added service of co-content creation was the juicy cherry on the top.

Monika Croll,
Training Manager,
Sun Pharma

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Additionally, the app **takes learning to a new level** by incorporating leaderboards and badge rewards, introducing **gamification** for added motivation. This feature encourages **healthy competition, recognises individual achievements,** and fosters a **collaborative spirit** within the workforce. By infusing an element of **fun** into the learning experience, Sun Pharma ensures that continuous learning becomes not only **engaging** but also **rewarding** for all employees.

In a strategic move, management is also **empowered** by having access to Sunpertise, allowing them to monitor the completion status of their staff on a monthly basis. This multifaceted approach not only showcases Sun Pharma's **commitment** to overcoming challenges but also underscores its **dedication** to fostering a culture of continuous learning and **efficiency** within the organisation.





The Results.

The **Sunpertise Library** currently boasts an extensive collection of **126 courses**, encompassing both live sessions and unpublished content.

This diverse repository covers a spectrum of subjects, including **Product, Disease entity, Compliance,** and **Soft Skills courses**, guaranteeing a comprehensive and tailored learning experience for users.

Since its establishment, Sunpertise has witnessed an impressive **4 605 downloads** and **3 475 completions**, resulting in an overall course **engagement rate** of **75%** to date.



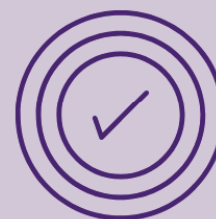
126
courses



4605
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75%
engagement
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3475
completions

The Results.

Remarkably, the creation and launch of **125 courses**

have yielded an outstanding **92% average course score,**

with an impressive average of **55 downloads per course.**

The completion rate stands at an impressive **85%,**

showcasing the commitment and dedication of participants.

Notably, an average of **47 out of 55 participants**

successfully completes each course since the

platform's inception, underscoring the effectiveness

of **Sunpertise** in facilitating meaningful and

successful learning experiences for its users.



Conclusion.

The Sunpertise app is more than a tool for **efficient knowledge** dissemination and **effective organisational communication**; it is a catalyst for fostering a culture of continuous improvement and professional development within Sun Pharma.

By seamlessly integrating **cutting-edge technology** and tailored learning experiences, the app empowers employees to embrace ongoing learning as a fundamental aspect of their professional journey.

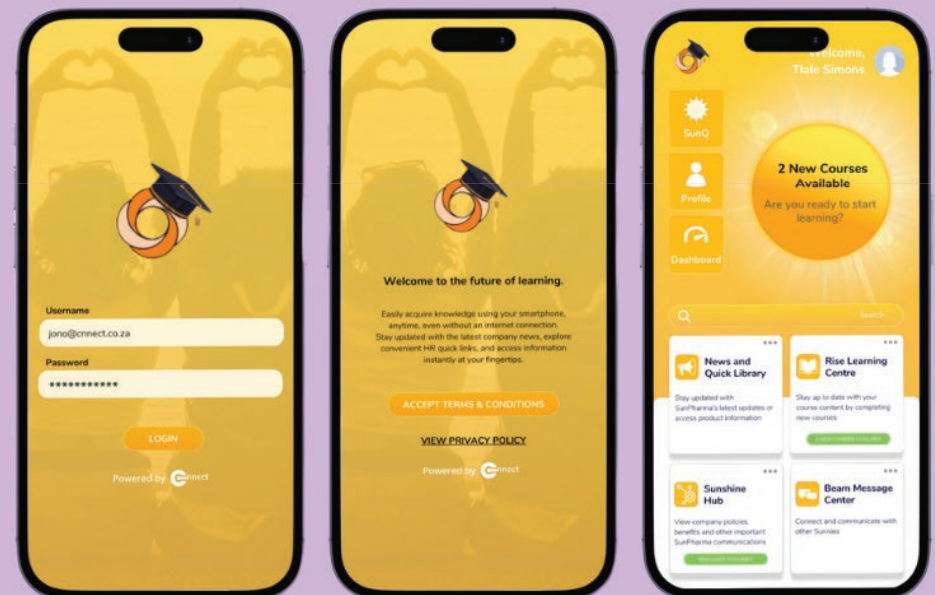
It stands as a testament to Sun Pharma's **commitment to excellence** and **innovation**, ensuring a workforce that thrives on **adaptability** and continuous improvement in the dynamic pharmaceutical landscape.

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Cnnect has consistently been our partner of choice for the fortification of our Employee Engagement Initiatives. Their relentless commitment to the betterment of education, synergy in communication, and the provision of meaningful team assessments has been revolutionary for Sun Pharma.

Monika Croll,
Training Manager,
Sun Pharma

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Let's grow together.

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Email: info@cnnect.co.za

Visit: www.cnnect.co.za

