

# Video creation improves employee training and reduces help requests

## Business issues

- Improve internal alignment with company mission
- Educate sales team and entire employee population on complex gene therapy offerings, while increasing credibility with customers
- Position company as thought leader in industry
- Control production schedule and quickly create videos that are technically accurate and on-brand

➤ **Headquarters** | Burlington, MA ➤ **Staff** | 57,000

**-20%**

Sales team help requests

**+75%**

Digital video creation

**+1,133%**

Monthly video views

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*Sales is more comfortable and more educated to deal with gene therapy customers now. Revenue keeps going up, and requests for information and support have decreased 15- 20%.*

**Scientific Segment Marketing Manager**

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## The company

This global life science behemoth works to solve some of the world's most challenging biological questions. The company serves scientists and engineers and boasts a portfolio of some 300,000 products which are used in the research, development, and production of biotechnology and pharmaceutical drug therapies.

## Challenge

The marketing communications groups in this giant, multinational life science company faced a dilemma. They recognized that video was an effective way to educate employees (and customers) about the company's complex products and services, but the options that were available to them were making it difficult to take advantage of the medium.

The in-house video team was technically proficient, knowledgeable about the company's many complex products, however, their production schedule was such that it was very difficult to get a finished product in a timely fashion. Outside agencies were expensive and time consuming because they lacked technical industry knowledge.

## Solution

Leverage Wochit to allow non-technical creators to produce their own, high-impact educational videos and development of specific templates, ensuring all videos were properly branded. With two weeks of training they

were able to create their own videos in a fraction of the time of the in-house studio and a fraction of the cost of agencies. And, Wochit's customer success team was at hand to help; *"Their customer success team is some of the most professional, well-qualified and incredibly awesome people to work with I've ever come into contact with..."*

The educational videos are being used in employee communications to help educate the sales team, and the entire employee population, as well. And they are working. In the past, salespeople for complex product lines like gene therapy would often seek the help of subject matter experts when visiting with prospects. But, after an educational campaign was produced that included Wochit videos, these requests dropped 15-20%. At the same time, revenue grew. Wochit helped "top scale" the sales team.



## Annualized results

- » Reduced sales team's requests for subject matter expert help 15-20% while increasing revenue 16% above analyst's expectations
- » Increased productivity at least 75%
- » Increased engagement more than 1,133%
- » Time-sensitive video created while controlling the time line

*The question of should we use video is no longer a question due the ease of use and creative flexibility with Wochit. There is no excuse to not use video for internal communications. If you have a message or story that is important, then it is worth telling it through video.*

**Scientific Segment Marketing Manager**