

Case Study: a:coach coaching tool ipad app

Business Challenge

A global pharma company needed to take full advantage of their iPads as laptops were being phased out in favor of the faster responding tablet devices. Physician time was harder and harder to come by and as such every second counted. Having to wait for a slow booting corporate laptop to boot up was not an efficient or cost effective use of the physician's limited meeting time.



Solution

Atomus ensured that the coaching tool utilized by the managers and the reps was available on the iPad as a native app. This meant the same functionality would run in parallel for the iPad and PC users as some countries had iPads, some laptops and some a mixture of both. All devices ultimately synced with the same database on the Microsoft azure cloud and enabled seamless collaboration on coaching and development plans regardless of the devices I use. The system was also fully enable for multi language functionality in order to ensure maximum take up and minimum resistance from the global alignment perspective

Business benefit

Multiple countries could continue to benefit from electronic coaching and development plans with minimal cross over training from the existing PC based tool. The iPads were embraced and the coaching interactions and developmental feedback became 26% greater as the ease of use of the new application encouraged greater usage. He corporation was able to cross off another application at had formerly jeopardized the all iPad transition.