

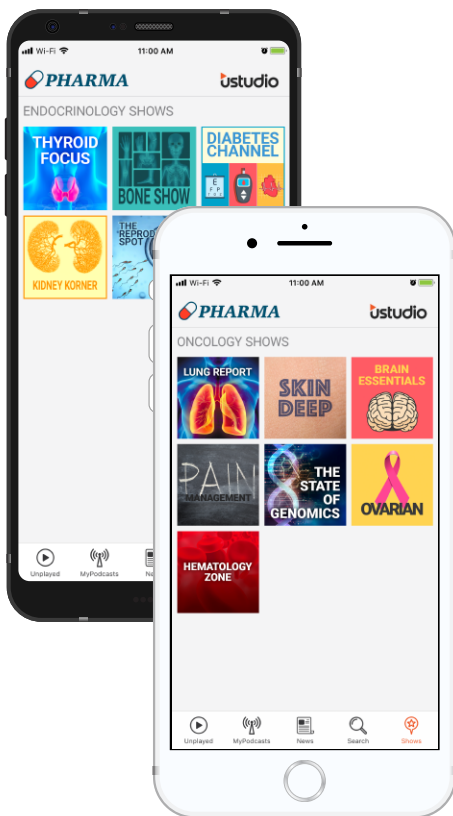
Mid-size Pharma Company Supports the Needs of Multiple Internal Teams Through One Podcasting Solution

The Senior Technical Analyst for Learning and Development at a mid-size Pharmaceutical Company sought to maximize field representatives' windshield time—the time in which they were in their cars traveling to and from remote sites. Headquartered in the Midwest, the company employs nearly 1200 Field Sales Representatives who are remote or are constantly traveling, covering different territories or geographical regions.

Not only did he want to take advantage of a broader organization need, he was also interested in finding a solution that was scalable so that he could additionally support the needs of their learning and development organization.

“It was very expensive to produce physical media and distribute that out to employees... Think about the amount of data, demographic information and feedback that you don't get from physical media...”

—Senior Technical Analyst



He wanted to develop a plan that supported small, digestible pieces of content. These supplemental micro-learnings needed to be available to employees whenever they might have a free moment to dedicate towards corporate learning.

Previously, the company provided CDs to their employees to listen during their commutes. Their leaders had received positive feedback regarding the audio content but found that medium to be cost ineffective and difficult to track. Without access to important quantifiable metrics, they were having difficulty proving ROI. Different internal groups within the company had looked to start their own podcasts, but there wasn't a uniformed program across the business.

uStudio's private podcast solution supported all their needs for creating a consumer experience for employees - this includes the app's mobile-first design, the ability to subscribe to content, download podcast episodes for offline use, and skip around within an episode.

When it came to start planning for their private podcast initiative, he looked to form a core-evaluation team—an internal group of people that the company identified as being owners of content that might be delivered via podcast. Members of the core-evaluation team ranged from different internal groups and functional areas and helped to identify future uStudio end users and content their teams already had that could be turned into new podcast episodes. The formation of this group gave him a scope and an idea of internal areas they were looking to target via podcast.

Transitioning the teams who were already podcasting to uStudio's private solution was easy thanks to subject matter experts and internal champions who helped explain the benefits of the move.

Today, the company has 800 active podcast users and 11 internal podcast shows available to its employees through the uStudio Enterprise Podcast App. One podcast show is public for all employees while the rest are targeted to different field sales organizations based on their role at the company. Using uStudio's grouping feature, he is able to target different groups of individuals and provide them with the specific podcast content they are looking for.

Referring to metrics, the sky's the limit with this type of medium. There's so much that can happen on the backend that the user is not aware of and it doesn't interfere with the experience. But on the administration side, we can use it to our advantage to help us create the next pieces of podcast content.

—Senior Technical Analyst

A consistent and reliable release cadence and uStudio's push notification feature helped to guarantee employee adoption within this pharmaceutical company. When it comes to producing episodes, he recommends scoping out 4 to 5 episodes to record at once. By following this schedule, his team is able to maximize their time editing and keep to a strict release schedule without feeling constant pressure to record, edit and publish. Just like with popular consumer podcasts, there should be a regular cadence so employees develop listening habits and expectations.

We wanted our users to have as close of an experience to their personal podcasting life that they could in their professional one. That way they would be more likely to adopt... I've definitely learned a ton from what's happening in the public podcast world and have been able to translate that to the professional world. I think that's really the biggest takeaway for me is the ability to use what you know, what you've already experienced, and to take a chance.

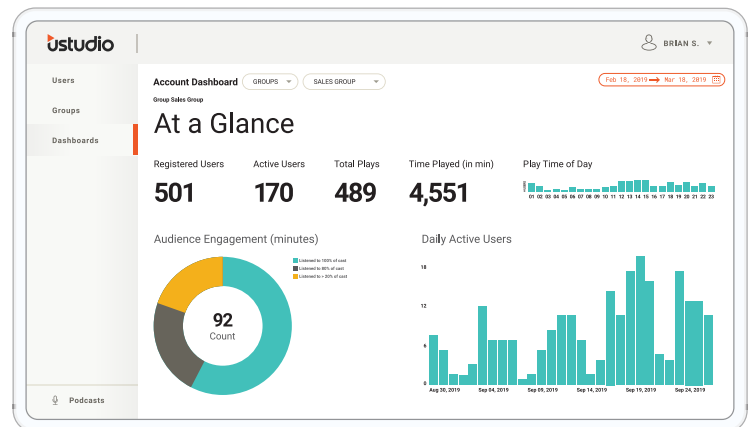
—Senior Technical Analyst

We related it back to their employee-driven feedback about how they were looking for a way to podcast, how podcasting is something that is not going away, and how it's a really accessible medium.

—Senior Technical Analyst

By making unique podcast shows for each group, he claims the end user feels more control, and quite frankly, a little more important. They have podcast content that's just for them, that someone else in the organization doesn't necessarily get to see. Therefore, the content is designed to be extremely relevant to what they're doing.

By segmenting their organization and producing targeted podcast content for each, employee feedback is therefore easier to take action on—He knows exactly who the feedback is coming from.



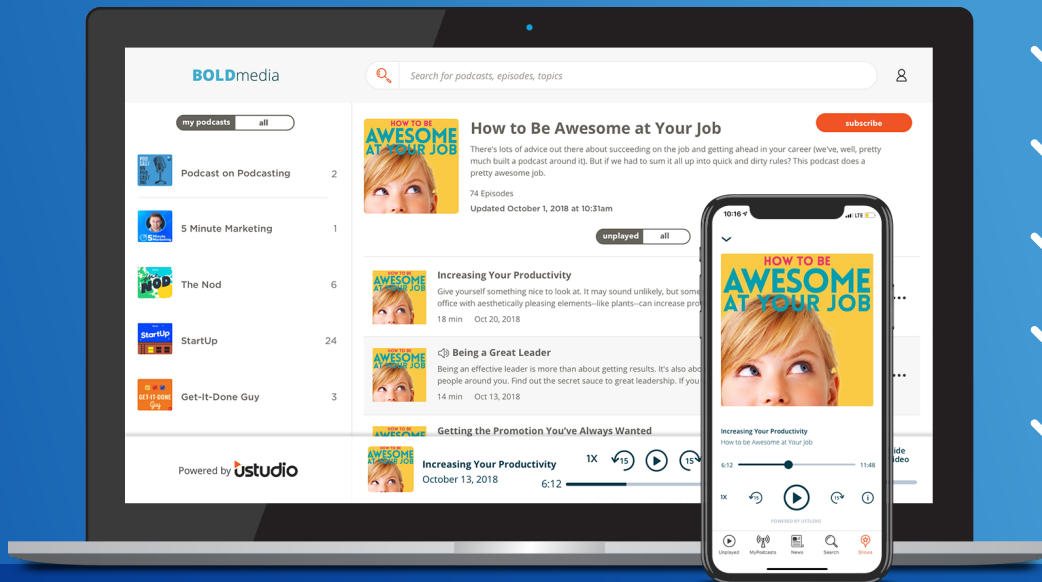


Modernize the way your business communicates. uStudio's private podcast solutions allows businesses to deliver corporate audio and video content securely to any device in a modern, mobile-first experience. Our customers are reinventing employee, customer & partner experiences using uStudio's marketing-leading tools for podcasting and complete media management. uStudio's secure mobile and desktop products are purpose-built for enterprise use cases, helping business leaders reach increasingly remote and hard-to-engage employees with 5x the effectiveness of traditional channels. Our patented media platform delivers turnkey solutions for everything from town hall meetings to more effective sales training and customer success programs. This is why market leaders like Nike, Universal Music, Astellas, Facebook, Dell and Kohl's leverage uStudio's media solutions for speed, scale and competitive advantage.

Learn more and request a free personalized demo at <https://ustudio.com>

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