



STADA ARZNEIMITTEL AG

STADA is a leading manufacturer of high-quality pharmaceuticals offering a wide range of products from generics to specialty pharmaceuticals and over-the-counter consumer healthcare products. Operating on an international scale, STADA is synonymous with innovation and unwavering commitment to quality.

Challenges:

- STADA aims to provide effective software training to its employees for the existing SAP ordering system and billing tool. Previous in-person trainings and self-learning phases were insufficient due to the heterogeneous target audience with varying levels of knowledge and learning speeds, as well as the complexity of the software, leading to a high volume of support requests.

Solution:

- In order to improve employees' competence in using the software and simultaneously reduce the number of support requests, STADA embraced the adaptive learning platform, Area9 Rhapsode. Five adaptive learning modules for Cora and eBuy were developed and seamlessly integrated into the existing LMS "Hero" (SAP Success Factors) via SCORM integration.
- By offering a personalized learning journey to each employee, this platform ensures more effective knowledge transfer, concurrently leading to a reduction in support inquiries. The focus was on seamlessly integrating the acquired knowledge into the flow of work to enhance employee efficiency and productivity.

Outcomes:

- Before the training, the conscious competence of all module graduates was at 53.3%, while unconscious incompetence was at 28.3%. This indicates that despite learners' self-assurance, over a quarter of responses were erroneous. Post-module completion, learners achieved a 100% competence level (95.8% conscious competence; 4.2% unconscious competence) in predefined learning objectives (refer to Fig. 1 and 2).
- Content Performance: In addition to detailed analyses of learner performance, insights into the content were also obtained. At the level of learning objectives, it was examined which were particularly challenging for participants and where targeted support could be most effective. The system automatically generates personalized refresher modules for each participant upon course completion. These refreshers focus specifically on the most difficult learning objectives and promote the transition from unconscious to conscious competence.
- The adaptive system enables an individualized learning experience for each individual, adjusting the learning path according to each learner's knowledge level. As a result, experienced individuals can complete the course more quickly, while employees with limited experience with the software receive additional explanations. This is also reflected in the time to completion. The average learning time for the modules was 2 hours, with the fastest learner requiring less than 1 hour (see Fig. 3).



- In comparison to previous training methodologies, the average learning time per participant decreased by 1 hour and 15 minutes, marking a notable reduction of over 40%.
- Initial evaluation of support requests underscores the success of the adaptive learning modules: a significant drop in support queries from training participants was observed. Furthermore, the need for additional online or in-person training sessions has been eliminated, thus alleviating the workload of training instructors.

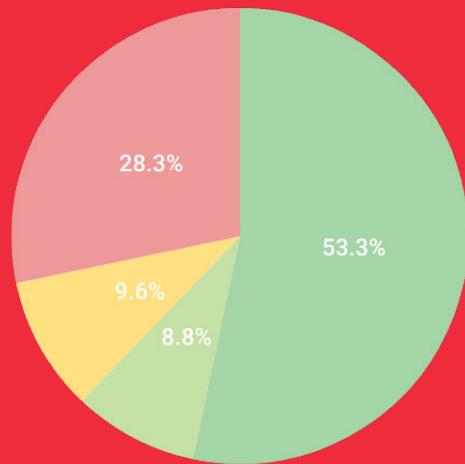


Fig. 1: Initial Competence: Red indicates unconscious incompetence at the beginning. More than a quarter of the questions were answered incorrectly, despite learners claiming to know the answer.

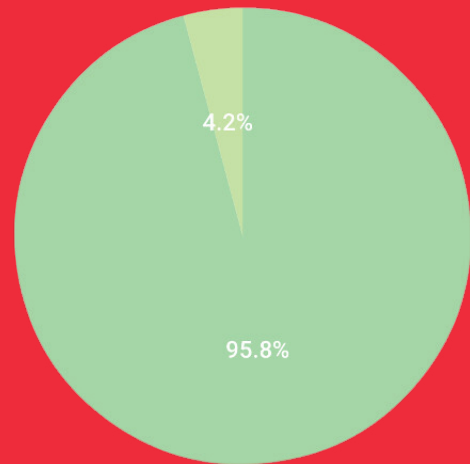


Fig. 2: Final Competence: After module completion, all learners were 100% competent. There was no unconscious incompetence among the learners.

TIME TO PROFICIENCY WITH MEDIAN VALUE

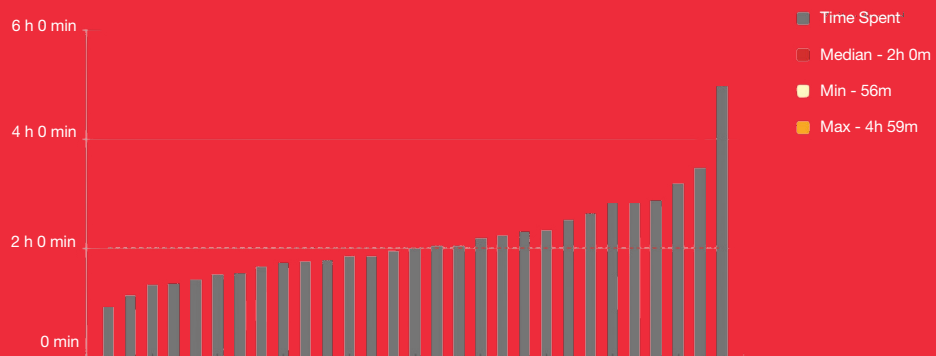


Fig. 3: The Rhapsode EDUCATOR™ Dashboard provides detailed insights into learners' performance, including the amount of time each individual requires to achieve competence.



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