



# Mobile learning application for sales force meets all the performance needs

## Client

Our client is a global customer engagement agency creating powerful marketing solutions for top brands and companies. They have significantly expanded their marketing solution capabilities in mobile, digital, social media, database analytics, and healthcare.

## Challenge

Client needed a mobile, personalized, and measurable learning application designed to meet all the performance needs of the sales force in the pharmaceutical industry. The application required the following features:

- Availability of the information in on iPads, and delivered in the field
- Continuous tracking and reporting to drive performance improvement
- Personalized curriculum adapted to the individual or group needs of learners.

## Marlabs Solution

Marlabs developed an application comprising a Web based admin application and a native iOS application (iPad app). The app offers paperless and interactive event experiences for the live learning activities, real-time on-demand sessions led by a coach to support live or virtual activities, active listening, scenario practice, and segregated learning content that elevates the learning experience.

Core components include courses with assignments, activities, and assessments delivered via formats such as video, PDF, PPT, links to videos, and embedded/linked HTML pages. Another component applies learning to real-life sales calls resulting in commitment activities that extend beyond live meetings and drives accountability. The app brings together everything reps need for communication, learning, and performance. Other core components are resources such as content references and tools, notifications, and reports and analytics. Insight based on data analysis is an essential part of performance improvement that provides the ability to measure and improve results.

Features:

- Web-based content management system
- User admin tools
- iPad app
- Paperless events.

Benefits 

- Paperless events save money and waste by avoiding printing and shipping
- Leads to sustainable performance in the field
- Enables rapid onboarding for the brand, in the field, without interrupting rep selling activity

Technologies 

- .Net Framework
- ASP.Net MVC
- C#
- Web API
- Entity Framework
- Autofac
- Automapper
- JQuery
- Bootstrap

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*Marlabs helps drive digital agility for our clients. We deliver innovative business solutions using digital technologies such as cloud, mobile, analytics, Internet of Things and social. With a dedicated team of over 2,100 associates, a network of delivery centers in USA, Canada, Mexico and India, and strong partnerships with industry leaders, Marlabs offers a wide range of IT services across industries. Through our emphasis on quality driven by CMMi, PCMM, ISO 9001-2000, ISO 27001 and SSAE 16 Type II best practices and a customer-centric client engagement model, Marlabs has achieved a dependable track record of meeting high standards of excellence in every customer engagement. This has resulted in several awards and recognitions, including being consistently ranked in the Deloitte Technology Fast 50 and Fast 500 programs. Marlabs is headquartered in New Jersey, United States.*

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