

# Case Study

How Boston Scientific saved 500 hours (about 3 weeks) with AI coaching for New Product Launch?

## Introduction

Boston Scientific, a leading medical devices company, needed to certify 800 sales people for an upcoming new product launch. The intensive in-service presentation required a deep understanding of product features, functionalities, and safety protocols. Given the scale and complexity of the content, traditional role play methods were no longer feasible.

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SmartWinnr offers our reps multiple opportunities to refine their pitch in a supportive environment. Knowing it's AI evaluating their submissions, reduces their anxiety and encourages improvement. With each practice session, reps gain confidence. They approach HCP interactions with newfound assurance, knowing they've honed their pitch through rigorous practice and feedback.

Overall, I'm really impressed with the SmartWinnr team. They've been dedicated and effective in bringing our ideas to fruition.



## Challenges

Before using SmartWinnr, Boston Scientific grappled with several challenges:

### 01 Extensive Training Needed

The impending product launch demanded extensive training for sales reps. To enable them to do effective in-service presentations to educate physicians and medical staff, ensuring both understanding and compliance with proper usage and safety protocols.

### 02 Time-Consuming In-Service Presentations

The core in-service presentation lasted nearly 30 minutes, posing significant challenges for sales reps to practice sufficiently and handle potential inquiries during actual medical staff interactions.

### 03 Lesser Number of Trainers

With the need to certify 800 sales reps, trainers were overwhelmed, dedicating over 500 hours just to review and provide feedback on these in-service role play sessions.

# SmartWinnr Solution



## Modular Assignments

The lengthy in-service presentation was broken down into five shorter, manageable segments, allowing sales reps to focus intensively on each aspect of the presentation.



## AI-Driven Video Coaching

Each of the five segments was assigned as an AI video coaching task through SmartWinnr, where sales reps completed interactive role-plays over a month. After each session, they received immediate, AI-generated feedback to refine their



## Customized Evaluation Rubric

The evaluation criteria included:

- **Opening the Call:** Assessing the sales reps' effectiveness in opening the conversation, introducing themselves, and engaging their audience.
- **Product Knowledge:** Evaluating the clarity and thoroughness of the product introduction, covering key features, functionalities, and safety procedures.
- **Instructions for Usage:** The ability of sales reps to deliver clear and concise instructions on product usage.
- **Presentation Skills:** Analyzing communication style, articulation, and ability to maintain audience interest.



## Gamified Learning

The training process was gamified with a leaderboard, awarding points for top video submissions and prompt completion, which significantly increased engagement and delivery.

# For Trainers

## Peer Learning

Top-performing in-service presentations were shared across the team, serving as models of excellence.

## Targeted Support

The bottom 60% of performers, identified through scoring, received additional coaching to enhance their skills.

## Qualitative Feedback

AI provided comprehensive analyses and feedback, vital for MRs to refine their presentations and address any deficiencies.

## Identifying Training Needs

Trainers were able to pinpoint specific areas for improvement and tailor subsequent training efforts to address these needs.

# Impact and Benefits



## Time Savings

The shift to AI-assisted video coaching saved an estimated 500 hours of trainers' and managers' time.



## Improved Learning Outcomes

Personalized coaching feedback from AI tailored learning experiences for each salesperson.



## Enhanced Engagement

Personalized coaching feedback from AI tailored learning experiences for each salesperson.



## Complete Participation

Personalized coaching feedback from AI tailored learning experiences for each salesperson.



## Managerial Insights

Personalized coaching feedback from AI tailored learning experiences for each salesperson.