

Quantified



Case Study

How Novartis Transformed
Onboarding with AI Simulations.

Industry

Medical

Number of Employees

75,883

Solution

AI Sales Simulator and Coaching

Headline Stats:

59%

Sales Training
Efficiency
Increase

95%

First-Time
Pass Rate

150+

Sales Specialists
Onboarded

The Challenge

Compressed Timeline

Traditionally, Novartis' sales training spanned five weeks. Keenan and team had to reduce this to just over two weeks to meet aggressive expansion.

Rapid Team Growth

The sales force was doubling, requiring specialized training tracks for new sales specialists and leaders.

Limited Trainer Availability

With field leaders stretched thin, there were insufficient human resources to conduct in-person verbal assessments.

Narrow Assessment Window

Learners had only one day between training phases to execute assessments, leaving little room for error.

The Solution

Customizable AI personas

These personas replicated real-world sales scenarios, allowing reps to practice product pitches and address common objections. Each persona was tailored to simulate real customer interactions, offering detailed, personalized feedback.

Automated Assessments

The AI tool handled verbal assessments, enabling learners to complete them without needing direct trainer oversight.

Flexible Learning

"The tool provided a practice environment accessible anytime, significantly reducing the need for one-on-one coaching from field leaders."

“Quantified’s AI personas enabled us to scale our training without pulling people out of the field. Our learners loved how intuitive and customizable the tool was, and it became a key part of our accelerated training schedule.”

– Keenan Stare, Product and Disease Training Manager, Novartis

Quantified Results:

The quantitative outcomes showed that the program was an unqualified success.

- ✓ **59% score improvement**
- ✓ **95% first attempt pass rate**
- ✓ **39 learners achieved an average score of 4.58 out of 5**
- ✓ **Only 16 practice sessions required per learner**

“Quantified’s AI-driven personas changed the game for us. The tool took our training to the next level and allowed our learners to engage with the material in a way that was natural and repeatable, without feeling the pressure of in-person assessments.”



– Keenan Stare, Product and Disease Training Manager, Novartis

Get a Simulator Demo



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