

Novartis

Global Headquarters:
Basel, Switzerland

COHESIVE KNOWLEDGE
SOLUTIONS INC.



Problem...

Novartis, a global leader in the pharmaceutical industry with 98,000 employees, recognized that investing in a robust international email training program would yield many benefits. The Executive Committee Novartis (ECN) set the following goals:

1. Reduce email volume by 20%.
2. Improve email quality by 50%.
3. Build employee awareness to protect the company from liability.

“Endorsement from Novartis executives appeared to improve the outcomes of the program.

When rolled out enterprise wide, *Email Excellence* could save over one MILLION days per year for Novartis’ 98,000 colleagues.”

~ Mike Song, CKS founder and co-developer of “*Email Excellence*” email management workshop



Solved.

A 75-minute training program called “*Email Excellence*” was developed by Novartis in collaboration with Cohesive Knowledge Solutions, Inc. (CKS). Improve Group’s (iG) [elink email management training](#) is derived from “*Email Excellence*”, and iG’s trainers are CKS-certified.

“*Email Excellence*” is comprised of highly interactive classroom training reinforced by computer-based e-learning. 5,300 associates attended the live training and 2,760 completed the e-learning module. E-learning was ideal for geographically dispersed colleagues, small teams, and associates who missed the live training. E-learning is also a low-cost sustainability strategy for new hires and colleagues who need a refresher course. Materials were developed in 7 languages and training took place in over 50 countries around the world.

The following are the results of a survey taken two weeks after the launch:

- | Time spent on email was **reduced by 26%**. Participants trained by live trainer reported **saving 12 days/year** in email processing time compared to 9 days/year for e-learning participants.
- | Quality and clarity of email **increased by 35%**.
- | Time wasted on email was **reduced by 17%**.
- | 97% of classroom training participants **would recommend “Email Excellence”** compared to 98% of e-learning participants.