



CASE STUDY #2

VAULT CRM IMPLEMENTATION

How LPW Helped a Biopharma Leader in Pain Management Drive Adoption with On-Site, Hands-On Vault CRM Training

Customer Overview

The Customer

Biopharma Leader

Device(s)

iPad & Online Users

Location

United States (On-Site POA Meeting)

Team Size

311 Sales and Medical Representatives

The Challenge



A major Biopharma company was migrating from Veeva CRM to Vault CRM and required a role-specific training strategy to ensure a seamless transition.

The POA meeting created the perfect setting for on-site, instructor-led sessions and post-training support to reinforce adoption.

The goal: deliver high-impact, hands-on training that aligned with the go-live and empowered teams to be confident and ready on day one.

Our Solution - Role-Specific, Results-Driven Learning

We partnered with the organization to create 3 customized learning tracks:

- Two for separate Sales teams
- One for the Medical team

We delivered interactive, instructor-led classroom sessions on-site at the POA—blending high energy with practical exercises that mirrored real work scenarios.

Key Elements



Scalable Delivery

14 simultaneous live sessions conducted during the POA to reach all teams efficiently.



Real-World Practice

Scenario-based, hands-on exercises guided by LPW trainers and reinforced with live go-live activities.



Device-Specific Focus

Training customized for both iPad and Online user workflows, ensuring relevance across platforms.



Sustained Support

Quick Reference Cards (QRCs) provided to all teams for post-training reinforcement and day-to-day guidance.

The Results

LPW's strategic, role-specific approach, delivered at the right time and in the right setting, drove measurable gains in readiness, confidence, and system adoption from day one.



Efficient Use of On-Site Time

Each training session was 2 hours, including live go-live activities efficiently using time alongside the POA meeting and leveraging team and district manager presence.



Strong Day-One Readiness

Post-training surveys reflected high confidence and satisfaction across teams:

| | Confidence (1-5) | CSAT (1-5) |
|---------------------|------------------|------------|
| Sales Team 1 | 4.34 | 9.91 |
| Sales Team 2 | 4.33 | 9.8 |
| MSL Team | 4.51 | 10 |



Reduced Post-Go-Live Support

Thanks to robust, in-person training and pre-launch enablement, post-go-live support tickets were lower than anticipated.

“Great workshop! Super helpful!! Thank you.”

– Sales Representative

“A huge thanks to the LPW Team!”

– Operations Manager

Why It Worked

The success of this project stemmed from a collaborative effort between LPW and this BioPharma Leader, and a mutual commitment to delivering engaging, relevant, and hands-on training.

Collaborative Partnership

Close coordination between LPW and the customer ensured the training was aligned with organizational goals and field needs.

Platform Expertise

LPW's dual knowledge of Veeva and Vault CRM allowed us to deliver accurate, relevant, and transition-ready content.

Role-Relevant Content

Training focused on the specific tasks and workflows that mattered most to each role, eliminating unnecessary complexity.

Real-World Practice

Hands-on exercises mirrored actual daily workflows, giving teams immediate, practical experience before go-live.

Go-Live Integration

Live system access during training reinforced learning, so teams left not just informed—but ready to perform from day one.

ARE YOU LOOKING TO ALIGN YOUR VAULT CRM MIGRATION TRAINING WITH AN EXISTING FIELD MEETING?

Reach out to us at info@lpwtraining.com to learn how we can deliver high-impact, in-person training that prepares your team with confidence and clarity.