



CASE STUDY #4

VAULT CRM ADOPTION THROUGH LIVE VIRTUAL TRAINING

How LPW Helped an Oncology Specialty Pharma Company Transition with Confidence and Clarity

Customer Overview

The Customer

Oncology Pharma Company

Device(s)

iPad & Online Users

Location

Virtual - US

Team Size

81 Sales Representatives

The Challenge



The Oncology Pharma Company was migrating from Veeva CRM to Vault CRM

and needed a virtual training program that could effectively prepare their Sales team without pulling them out of the field for extended periods.

The goal: deliver engaging, instructor-led training that clearly explained the system changes and provided post-training resources for ongoing support.

Our Solution - Engaging & Role-Focused Training

We collaborated with the Oncology Pharma Company to develop a custom curriculum for their Sales team. LPW delivered live, Virtual, Instructor-Led Training, combining high energy with hands-on engagement.

Key Elements



Virtual Instructor-Led Sessions

- Live, interactive training with opportunities for real-time Q&A



Focused Content

- Covered “need-to-know” changes for both iPad and Online applications



Quick Reference Card (QRC)

- Provided for continued, post-training support

“We partnered with LPW training, who normally also does our Veeva CRM new hire training, to conduct our Veeva Vault Training as well. We are very comfortable with the experience, expertise and professionalism they bring to the table.”

– Project Lead

The Results

LPW's virtual, role-focused training approach delivered measurable impact, building confidence, readiness, and reducing support needs from day one.



High System Readiness

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

	Confidence (1-5)	CSAT (1-5)
Sales Team	4.45	9.91



Low Support Burden

Due to a robust communication plan and pre-launch enablement resources, support tickets remained stable post go-live.

“Their depth of experience, subject matter expertise, and consistent professionalism made them a natural choice. The Vault training met our high expectations and was executed with the same level of excellence.”

– Project Lead

Why It Worked

This training succeeded because LPW combined deep CRM expertise with an interactive, role-specific approach that kept the content relevant, practical, and immediately applicable.

Collaborative Partnership

LPW partnered with the Oncology Pharma team to design training aligned to system changes and daily workflows.

Platform Expertise

Deep knowledge of Veeva and Vault CRM ensured training was accurate, relevant, and practical.

Role-Relevant Content

Focused only on the updates essential for the Sales team's daily tasks.

Interactive Virtual Format

Enabled real-time engagement, Q&A, and minimal time away from the field.

Looking Ahead



Following this successful rollout, Oncology Pharma Company engaged LPW for monthly onboarding Vault CRM training for new hires. In 2025, LPW has already trained four new hire classes with this program.

WANT TO BRING VAULT CRM TRAINING TO YOUR VIRTUAL MEETINGS?

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