



## BD DIAGNOSTIC SYSTEMS

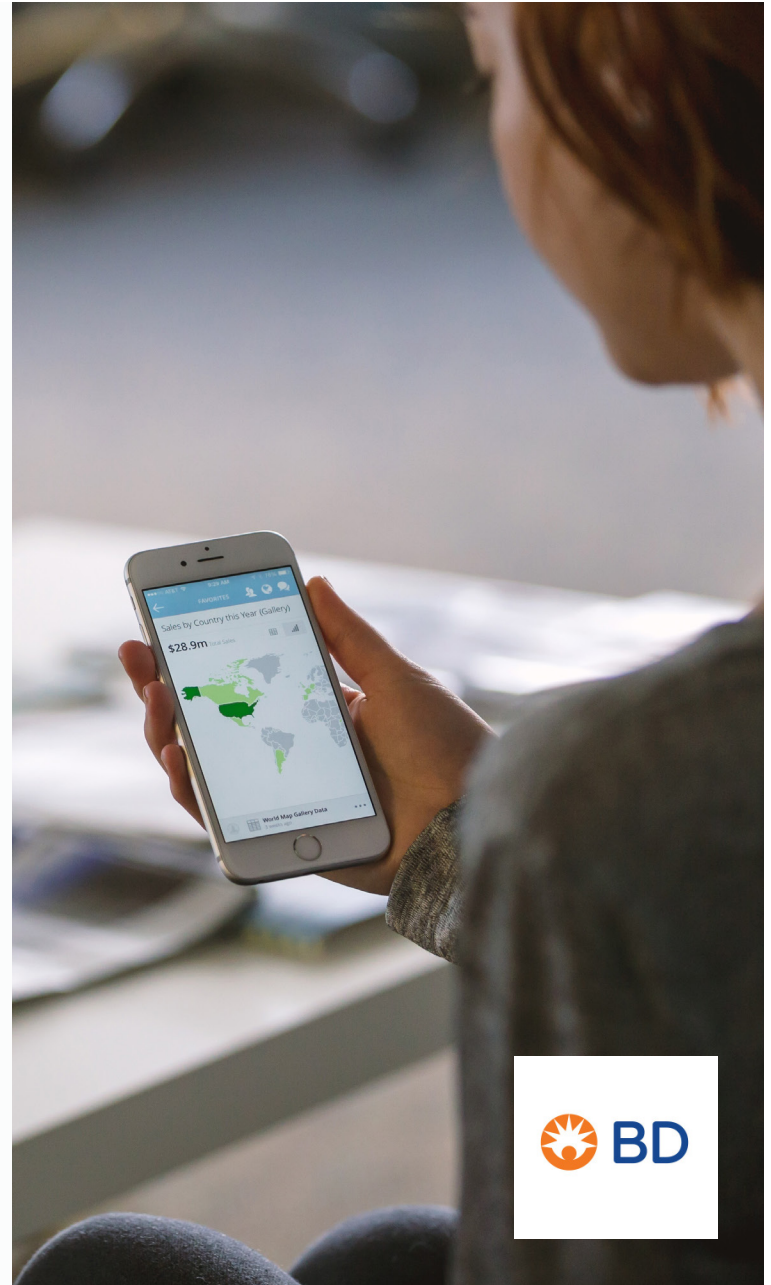
### INSPIRING AND INFORMING A SALES FORCE THROUGH SMS ENGAGEMENT

BD is a global medical technology that works to improve medical discovery, diagnostics and the delivery of care. BD leads in patient and healthcare worker safety and the technologies that enable medical research and clinical laboratories. The client's solutions advance medical research and genomics, enhance the diagnosis of infectious disease and cancer, improve medication management, promote infection prevention, equip surgical and interventional procedures and support the management of diabetes. The company partners with organizations around the world to address some of the most challenging global health issues. BD has more than 40,000 employees across 50 countries who work in close collaboration with customers and partners to lower healthcare delivery costs, increase efficiencies, improve healthcare safety and expand access. BD Diagnostic Systems is one of several corporate divisions, with a sales force of roughly 150, and roughly 200 other major stakeholders.

The client partnered with Train by Cell in 2015 after undergoing a search for communication technology it could immediately implement.

"I was specifically looking for a text messaging or mobile technology," National Sales Trainer Sally Callihan said.

The client's contract includes Train by Cell's Mobile Website and Text Messaging platforms, as well as email notifications.



### THE CHALLENGE

The client was suffering from poor communication with its sales team of 150 employees, who are dispatched throughout the country. When BD Diagnostic Systems wanted to disseminate information or instructions to salespeople, or request feedback, supervisors would send an email. Most emails were never opened. In fact, national open rates on emails is less than 20 percent, while nearly 99 percent of text messages are

read by recipients within the first few hours of receipt.

Additionally, salespeople had no visibility to client's activity at large trade shows when they did not personally attend. This created confusion and led to lost win opportunities

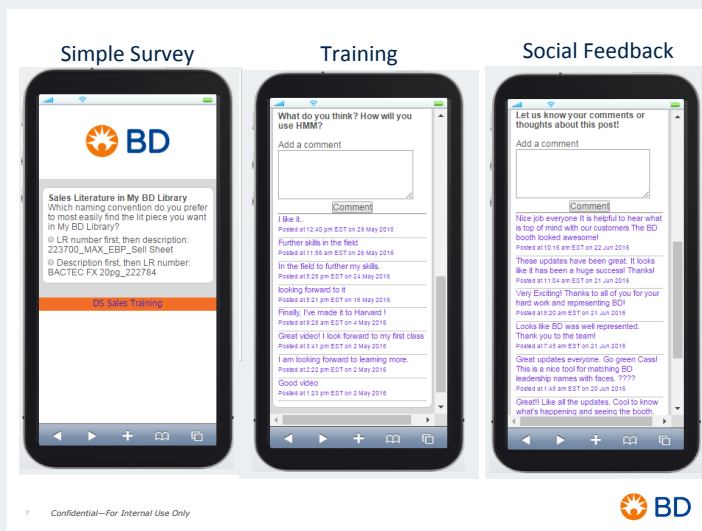
"Our salespeople all use company phones," Callihan said. "We wanted to take our training and put it in a more mobile format so salespeople could use it on their phones."



## THE SOLUTION

BD Diagnostic Systems contracted with Train by Cell for two years for a Mobile Website and Text Messaging platforms, as well as email notifications. The client now uses text messaging to notify all salespeople about the scheduling of meetings and special events, to update the team about developments within the Diagnostic Systems division and to solicit feedback.

“We’ll send updates with videos and in a few hours, 90 percent of people will have looked at them,” Callihan said.



Salespeople have voiced their support for the Train by Cell communication procedure. “It helps them feel more connected to us,” she said.

The client has also used text message alerts to build excitement and morale. For one meeting that would be held in the Caribbean, leadership sent hints, such as “somewhere warm” alongside images and videos of sunny beaches and requested that employees reply with guesses. In following messages, employees were polled whether they had passports. Finally, the client has also used sales-centric content developed over time and stored on the Train by Cell mobile website platform to cross-train new marketing employees.

## THE RESULT

During the client’s first test of the Train By Cell text messaging platform, a message was sent to meeting attendees that the meeting was about to begin. The message contained an incorrect start time. Even so, 150 employees reported to the meeting room within minutes.

The first use of the text messaging platform, for which a message was sent to alert a meeting was starting, 150 attendees showed up within minutes, despite the message actually listing an incorrect time.

“We got immediate validation out of it,” Callihan said. “The system was working because the attendees came early. They were looking at their phones and took action because of what they saw on their screens.”

Using Train by Cell Train by Cell Text Messaging platform analytics, the client was able to determine that the majority of recipients are reading alerts within a few minutes after receiving them. Engagement has also increased. “We didn’t get feedback before. Now we do,” Callihan said.

BD Diagnostic Systems plans to extend its contract with Train by Cell. Meanwhile, another division with the parent company is currently in the process of seeking internal approval to use Train by Cell’s suite of services.

Contact us today, to schedule a **free demo**. We’d love to help you engage your visitors and members.

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