



Video Coach AI

Winner of the Empowering Employees Microsoft Partner Award 2022

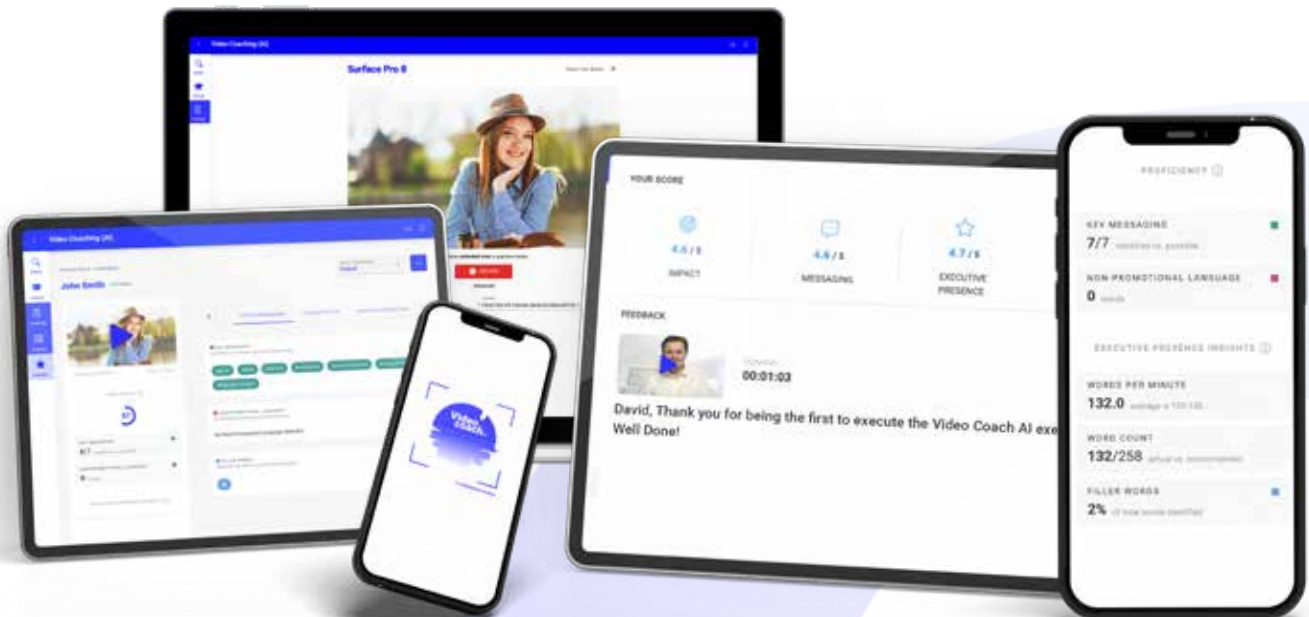
A solution that transforms the way employees learn. **Video Coach AI** has demonstrated artificial intelligence at its best with a digital platform to drive engagement through intelligent and automated learning and coaching. With this solution, **CONSENSUS** has ensured continuous sales and learning through times of a pandemic and beyond.

Be inspired on how you can equip your sales force to deliver high quality sales presentations based on **CONSENSUS** "Industry Agnostic" **Video Coach AI** tool. Learn how **CONSENSUS** managed to help Novo Nordisk to: Enable areas, regions and districts - through a pandemic - to continue sales powered by intelligent AI Video Coaching.

- Potentially cut training time in half and improve completion rates with 100%
- Create real-time data driven measurements to score and certify sales representative across all lines of business
- Identify gaps of learning in the human cognition and fast-track sales readiness
- Powering through the pandemic and beyond with AI has been one of several great use-cases of one feature inside the **CONSENSUS CONNECT** Strategic Engagement Platform

This entire platform for enterprises can have a degree of customization in naming, branding, integrations, UI and of course the AI model trained on the company's product portfolio/naming/scripts.

VideoCoach AI fully integrates with Microsoft Cognitive Services and can support up to 80+ different languages to help global organizations Communicate, Train, Inspire/Motivate and Meet.



Other Possible Use Cases:

- Allow people to practice communicating about the digital offerings –and provide feedback
- The difference in selling physical and digital solutions
- Coach departments between old physical machine products to software cloud infrastructure products
- Use **Video Coach AI** to empower employees ahead of sales meetings, and increase probability of a sale and new customer win

We look forward to hearing from you!



CONSENSUS

Immersive AI Video Coaching, learning and engagement experiences to empower thousands of Novo Nordisk employees

Challenge

Before the pandemic, Novo Nordisk launched a revolutionary product called Rybelsus® in January 2020 to treat diabetes in a tablet form.

After the successful launch of Rybelsus®, the pandemic hit and multiple products (including Rybelsus®) needed to keep driving onwards and upwards to help more patients.

The Novo Nordisk sales force and managers jobs came to a standstill momentarily.

Background: Novo Nordisk uses **CONSENSUS's** secure software platform labeled NOVO CONNECT to engage, communicate, train, inspire, motivate & meet. The purpose is removing barriers to engagement and drive desired employee behaviours across all lines of business at Novo Nordisk.

Strategy

An #ImpossibleIsPossible attitude paved way for Novo Nordisk to partner with **CONSENSUS** to empower the sales-force readiness during the pandemic by building an AI Video Coaching tool inside the NOVO CONNECT platform.

They needed to drive engagement through adaptive learning/coaching in an Intelligent & Automated way between managers and sales reps, which normally would require custom and high-skilled development & research

The use of Microsoft Cognitive Services fast tracked development timelines for the AI transcription accuracy, where a 3-4-year software development timeline was built in less than a year.

Results

- Empowering +5.000 employees
- Allowed Areas, Regions and Districts to continue sales through a pandemic powered by intelligent AI Video Coaching
- Cut training time in half - 50% time reduction with 100% completion
- Created Real-time data driven measurements to score and certify sales reps across all Lines Of Business and Therapeutic areas
- Identified gaps of learning in the human cognition and fast-tracked sales readiness
- Boost skills and built self awareness
- Greater impact on interactions with Healthcare Professionals (HCPs), ultimately leading to driving greater results and helping more patients.

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The end product is an extremely successful result. The feedback from senior leadership has been overwhelmingly positive and meets a need that has been long overdue. The successful collaboration resulted in a top-of-the-line product. The early feedback from the team has been extremely positive! The end user has adopted using the platform with minimal to no direction, proving its' value!

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Jason Glenn, Director – Commercial Learning and Development at Novo Nordisk.

Empower Employees through Azure, AI/ML, Cognitive Services



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