



rehearsal

CUSTOMER FEEDBACK

Interview with Dave Sieber, CEO of Alere GmbH D.A.CH.

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The Alere GmbH, headquartered in Cologne (Germany) supports physicians, providers, and laboratories with the highest quality diagnostic solutions that deliver rapid results and proven health and economic outcomes. Dave Sieber is CEO of Alere GmbH and a customer of Rehearsal. In this interview, we learn more about what Dave saw in the Rehearsal platform and why he thought it would make an impact at Alere.



What learning approaches are you already using at Alere and how have you integrated the Rehearsal platform?

We appreciate the education of our employees. We use traditional classroom instruction and support that instruction with the Rehearsal platform. Rehearsal gives us a place to repeat lessons learned from the classroom sessions, practice using those lessons in a safe environment, and allows us to keep the content alive for our students. In too many cases, money is spent on classroom training and once the class concludes, the learning stops. With Rehearsal we continue to reap the benefits of our investment in learning.

How is Rehearsal used in your company?

Currently we have 65 active users and we use Rehearsal to support multiple functions. For example, right now we are using Rehearsal for the onboarding of new staff and for our product training. Employees typically receive a PowerPoint presentation to help them prepare a response to a given scenario. They work through the content and are required to answer specific questions about that content, which we capture using the Rehearsal platform. In this case, we have seen a measureable benefit. For the first time we can “see” that employees have read the content and understood it. We can watch how they improve their understanding and delivery before we let them present it to customers. Ultimately, we have witnessed the content being delivered to customers more consistently and in a more systematic way.

In addition to the training of our salesforce, we are planning to equip our top customers with the tools to train and support, especially the employees who are working in the layer system in hospitals. In this case, we are using Rehearsal to support a train-the-trainer mentality. We want to train our employees to train our customers who will in turn sell our solutions to hospitals. We can ensure how this is happening and that it is happening with consistency when we use Rehearsal. We had no way of monitoring and ensuring this before.

In your own words: What are the main success factors of Rehearsal for your company?

A key success factor is my ability to see that the content we are delivering is being learned and understood. I feel more confident that our customers are receiving succinct and accurate information. Before Rehearsal, we had no focus on knowledge transfer; it was simply impossible to know if our employees “got it.” By capturing video, we can see whether the employee has succeeded in understanding the content or if it needs to be reinforced in some other way.

Furthermore, practicing is a cultural shift that we couldn’t establish before we started to use Rehearsal. Colleagues have the ability to record their videos until they are satisfied; this can mean that they are repeating a response up to 3-5 times. Because of this, we know that when the employees submit their responses, they feel that they are presenting their best attempts at demonstrating what they have learned. This results in sustainable learning, which is what we need in order to remain competitive; this is also what makes Rehearsal so unique.

What feedback did you get from your employees?

In the beginning Rehearsal was tested with our marketing department, which put the online learning platform to the “acid test.” Rehearsal passed that test with very positive feedback, even after initial resistance to using video. Now that we are using Rehearsal across marketing, sales, and other functions, we hear how appreciative our employees are for the opportunity to practice whenever and wherever they can.

Would you recommend Rehearsal to other companies?

Yes, of course! I already do! Many companies cannot find a way to continue the learning and to ensure learning transfer. Rehearsal makes this possible, which is a game changer for the future of how we learn. The platform is very intuitive, requires very little hardware, and can be done anywhere and at any time. I honestly don’t know why a company wouldn’t use Rehearsal. Choosing Rehearsal to supplement your learning programs gives you an immediate edge.

