

CASE STUDY

How a Global Biopharmaceutical Company Aligned Their Onboarding Experience Across Regions, Roles, and Languages

ABOUT

- **Client:** A Global Biopharmaceutical Company
- **Industry:** Pharmaceutical Manufacturing & Life Sciences
- **bswift Client Since:** 2016



CHALLENGES SNAPSHOT

- ❌ Fragmented practices with no consistent organization-wide model
- ❌ Manual, time intensive processes driven by email and disconnected tools
- ❌ Uneven experience for new hires, hiring managers, and onboarding associates
- ❌ Difficulty scaling changes across regions and business units without creating confusion or friction

SOLUTION: PHASED, GLOBAL CHANGE COMMUNICATION

The company partnered with bswift Engagement Solutions to launch a one-stop onboarding portal, supported by a phased change communication strategy designed to drive adoption and behavior change.

Key Components

Stakeholder Impact Research

- Stakeholder research across new hires, hiring managers, and onboarding associates
- Process changes, required actions, and friction points identified

Change Management Built for Adoption

- Comprehensive change management plan spanning awareness through behavior change
- Communication sequenced in phases for regional and business unit launches

Clear, Action-Driven Messaging

- Benefits-forward messaging focused on “what’s changing” and “what to do”
- Targeted content for highly impacted audiences, including one pagers, visual demos, and landing pages

Global Reach, Local Relevance

- High visibility launch through existing global channels, including videos, testimonials, articles, and Viva Engage
- Coordination across six business units, multiple functions, and dozens of countries
- Messaging delivered in 13 languages

Equipping Onboarding Associates

- Targeted communication and in-person and virtual learning events for onboarding teams

IMPACT



Reach and Engagement

Communication efforts reached thousands of employees across the organization:

- **6,000+** knowledge article visits within 25 days
- **1,780+** launch video views in the first 10 days
- **2,000+** hiring managers attended live demos in the first two months

Stakeholder Readiness

- 100% of those who attended live learning events reported clarity on their role and required changes
- Stronger sense of connection and shared ownership among onboarding teams

Measurable Business Results

- Within four months of the first U.S. launch phase, onboarding satisfaction scores among hiring managers increased by an average of 2 points on a 1–10 scale

