

Case study:

Simplifying Speaker Management with CMGO

Successfully launching a software-as-a-service (SaaS) platform across seven franchises in just six months requires a detailed onboarding plan and engaging training to avoid disruption and provide a seamless transition for client teams and HCPs. CMGO adoption resulted in improved speaker training and more efficient internal processes.



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the challenge

A biopharmaceutical company was confronting significant inefficiencies in their speaker bureau operations. Despite prior efforts they continued to face persistent challenges:

Fragmented systems: The combination of five separate systems, four different client teams, and nine external agencies made it difficult to effectively manage 1,400 speakers.

Inconsistent processes: Across nine therapeutic areas, processes and technologies varied significantly, resulting in inconsistencies that hindered performance and reliability.

Disjointed experiences: The experience for speakers, field teams, and internal stakeholders was often fragmented and cumbersome, causing frustration.

Inefficient resource Utilization: Key resources, such as slide decks and training materials, were not being utilized effectively, leading to wasted efforts and diminished impact.

Adoption and integration challenges: Achieving broad adoption of new processes and integrating multiple data feeds posed significant hurdles, preventing seamless execution.



the solution

Woven delivered its **easy-to-use speaker management platform, CMGO**—a secure, branded, mobile-friendly SaaS tool designed for efficiency, consistency, and compliance.

- A single, central hub for speaker communications, education, and resources
- Tailored workflows for speaker nominations and engagement tracking
- Interactive quizzes, surveys, discussion forums, and support for all major file formats
- Payment tracking, tax forms, and certifications with on-demand compliance reporting
- Integration with third-party platforms, single sign-on (SSO), search, and email
- Real-time speaker and client support from a dedicated Woven-staffed help desk



the results

Within just six months, Woven configured and deployed a customized CMGO experience across seven client franchises. The launch was a resounding success, thanks to a well-planned and targeted roll out of training programs for both internal stakeholders and speakers. This meticulous approach minimized disruptions to existing activities and facilitated a seamless transition. The client's senior management team has recognized Woven's pivotal role in significantly improving speaker training and enhancing overall operational efficiency within the company.