

CLIENT PROFILE



Bio-Rad has remained at the center of scientific discovery for more than 40 years by providing a broad range of innovative tools and services to the clinical diagnostics and life science research markets. The company is world renowned among hospitals, universities, major research institutions, biotechnology and pharmaceutical firms for its commitment to quality and customer service. It has built strong customer relationships that advance research and development efforts and support the commercialization of new technology, especially in the high-growth fields of genomics, proteomics, biopharmaceutical discovery, food safety and biotechnology education.

THE CHALLENGE

Bio-Rad was faced with the challenge of providing its national sales force with uniform training about all its products, instrumentation, and associated technology, and the science behind them.

THE GENE ED SOLUTION

GeneEd developed a custom course using Molecular Biology as its central theme. Then, using sales manuals and product literature, GeneEd linked each individual lesson to the associated Bio-Rad product suite. Bio-Rad now has an e-Learning system set up that breaks the geographical barriers by allowing global students to enroll at anytime and from any location. The students are tracked, their scores are analyzed, and the results are provided to Bio-Rad management in order to identify any knowledge gaps.