

MSD Use Case

MSD, one of the first companies in the world to invest in a game-based learning training solution



- **Company:** MSD
- **Industry:** pharmaceutical
- **Program data:**
Employees: **760** 
- **Challenges:**
Reconnect and motivate teams after lockdown.
Maintain engagement and pedagogical alignment in geographically dispersed teams.
Strengthen collaboration between technical sales and marketing teams.
Limited time for training.
- **Solution:**
Game Strategies' game-based learning methodology.



Challenge: reconnect teams and sustain motivation in a dispersed environment

MSD Animal Health faced several major challenges following the lockdown period caused by the pandemic. One of the main priorities was rebuilding connections with teams, reigniting motivation, and reestablishing a sense of belonging. The geographical dispersion of technical sales teams made this even more difficult, limiting the ability to deliver consistent, aligned training to everyone. Additionally, it was essential to strengthen cohesion between departments — especially the technical, sales, and marketing teams — which, despite sharing common goals, often operated in silos. A further constraint was time: teams had very limited availability for training, making it necessary to offer a flexible, fast, and time-efficient solution.

"Through training, we help our people better understand the changes and challenges of the market, and we provide them with tools to face them as successfully as possible."

Tanit Ruiz | Training & Development Partner



"To date, there is no solution on the market that offers such value in terms of content, format, innovation, and proximity."

Tanit Ruiz | Training & Development Partner

"One might think that a program like this incurs additional costs because it provides added values and benefits. However, we observed a cost reduction of about 58%."

Tanit Ruiz | Training & Development Partner

Solution: A gamified simulator that trains, motivates, and aligns in just 15 minutes per day

To address these needs, Game Strategies developed a fully customized training simulator based on real-life situations from the MSD Animal Health team's daily activities. This simulator not only incorporated video game mechanics but also adhered to the language, challenges, and interactions specific to the veterinary industry.

The training experience was structured into short 15-minute sessions per day, lasting for two weeks, allowing participants to easily integrate it into their work routine without impacting their productivity.

The simulator's content aimed to develop skills such as objection handling, crafting value propositions, and teamwork.

Furthermore, the experience was aligned with the "Choose Well" communication campaign launched by the marketing team, which helped reinforce the company's key messages and value proposition across departments.

Results: 100% participation, better-aligned teams, and high-impact learning

The results exceeded initial expectations. Participation was total, achieving 100% engagement from the targeted teams.

The feedback collected highlighted a high level of satisfaction with both the game dynamics and the learning outcomes.

Participants emphasized the originality of the approach, its practical value, and the fact that they had experienced a different, motivating, and fun training experience. Moreover, a significant increase in engagement with the training content was observed, along with a clear improvement in alignment between the involved departments.

Ultimately, the implemented solution not only achieved its training objectives but also reinforced cohesion, motivation, and the internal culture of the company.

Completion rate:



Recommendation rate:



Cost savings:



Productivity improvement:



Satisfaction rating:

