



## Johnson & Johnson

### Johnson & Johnson

The sales force for the consumer goods arm of Johnson & Johnson was split into three distinct teams with separate databases and disparate processes, resulting in inconsistent data capture and no clear overview of sales activities. Johnson & Johnson decided to embark on a business transformation programme and commissioned Nine Feet Tall to manage the transition, through process design, training, communication and change management.

*"We needed a simple solution that enabled our sales force to have real-time access to customer data, resulting in enhanced sales performance".*

Natalie Bell  
National Sales Manager

### Project Activities

1. Identified the impact to various stakeholder groups and potential change barriers
2. Developed a detailed change management plan with clear activities and ownership
3. Agreed and communicated the new business processes, roles and responsibilities
4. Undertook a training needs analysis and developed the training curriculum for the system infrastructure and new ways of working
5. Managed the roll-out of the new technology, Siebel PC Tablets, to the UK sales force
6. Produced a plan to realise the benefits set out in the business case"

*"It was paramount that the sales force could go out into the field the next day and deliver their sales activities in the new set-up. We would not have been able to do this without Nine Feet Tall's comprehensive, well organised and thoroughly enjoyable change programme"*

Katherine Fergusson  
Sales Support Manager