



FOR IMMEDIATE RELEASE

## European Life Sciences Survey Shows Need for More Detailed Customer Data to Improve Healthcare Professional Interactions

*Research findings reveal 70% of organizations need more granular customer segmentation data, while 58% cite email data for HCPs as a key requirement*

**BARCELONA, Spain — 15 March 2017** — New research released by **Veeva Systems** at eyeforpharma Barcelona reveals the need for more detailed customer profile and email data, as the life sciences industry strives to improve the effectiveness of customer engagements. Results from the **Veeva 2016 European Customer Data Survey** show that a majority (70%) of companies are looking for greater customer segmentation data to deliver personalized multichannel communications.

Life sciences companies can increase reach and deliver more relevant, tailored information to physicians through digital engagement. In addition, healthcare professionals (HCPs) can interact with field reps through the online channels and mobile devices they prefer. Quality customer data is foundational for effective digital engagement, and yet findings from the survey show gaps in customer data quality.

Less than half (40%) of respondents are satisfied that their customer data provides a complete and real-time view, despite nearly three-quarters (73%) citing a complete and real-time view as a top customer data priority. Commercial operations and marketing have the lowest satisfaction, with less than one-third of commercial operations (32%) and marketing (31%) respondents satisfied that they have a complete and real-time customer view.

Consequently, the need for improved data quality is on the top of the corporate agenda for a majority of life sciences companies. More than three-quarters (78%) of respondents say they either have data quality improvement initiatives in place or will do so within two years. Looking beyond what their data provider offers today, more than half (58%) cite email data as a key future requirement and nearly half (49%) identify KOL profile data as priority.

“There is a significant opportunity for the life sciences industry to increase the effectiveness of customer engagements, fueled by quality customer data, to deliver the right content at the right time through the right channel,” said Guillaume Roussel, director of strategy, Veeva OpenData, Europe. “Multichannel customer engagement is at the heart of successful commercial strategies, and the transition of customer data will allow life sciences companies to improve customer interactions.”

The **Veeva 2016 European Customer Data Survey** examines the current state of data quality within life sciences companies across Europe. The findings represent the experiences and opinions of more than 80 life sciences decision makers across all of the major European markets, with respondents primarily from France, Germany, Italy, Spain, and UK.

### Additional Information

Download the survey executive summary: [veeva.com/eu/datasurvey](http://veeva.com/eu/datasurvey)

View the infographic on commercial operations data requirements:

[veeva.com/eu/commopspotlight](http://veeva.com/eu/commopspotlight)

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Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 500 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs.

Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [www.veeva.com/eu](http://www.veeva.com/eu).

### **Forward-looking Statements**

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