

Veeva 2016 European Customer Data Survey

Accurate, high-quality customer data is foundational to life sciences' commercial operations. Relevant content, delivered at the right time via the right channel is fundamental for effective customer engagements. Across the life sciences industry, companies need comprehensive healthcare professionals (HCPs), healthcare organizations (HCOs), and affiliations data, but quality standards remain inconsistent.

The *Veeva 2016 European Customer Data Survey* examines the current state of customer data quality across Europe, captured through the experiences and opinions of life sciences industry executives. This year's findings reveal that although customer data quality is improving, there is still a gap between where the industry is and where it wants to go. While digital transformation is underway in life sciences, customer reference data still lags behind.

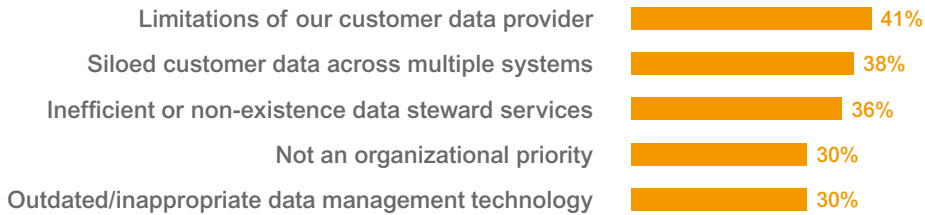
Key Findings

- The majority of respondents (73%) say that having a complete and real-time view of the customer is a top customer data priority, while less than half (40%) say they are satisfied that their customer data provides a complete and real-time view today.
- Only half (50%) say they are satisfied with the quality of their customer data in general.
- The speed at which changes are processed is a major limiting factor to customer data quality, with the average reported time of 10 days to process changes, compared to an average desired time of four days.
- A majority (87%) say they face challenges to improve customer data quality, citing key reasons including data vendor limitations (41%) and siloed data across multiple systems (38%).
- The industry is moving towards improving the quality of customer data, with 78% of respondents noting that they have a customer data quality initiative underway or will within the next two years.
- Respondents are looking for much more from their customer data as 70% say they need more detailed segmentation of customers and 58% say they need email addresses for HCPs.

Current State of Customer Data in Europe

The vast majority of respondents (87%) say they face challenges in improving customer data quality, with limitations of existing data providers (41%) and siloed data across multiple systems (38%) cited as top reasons.

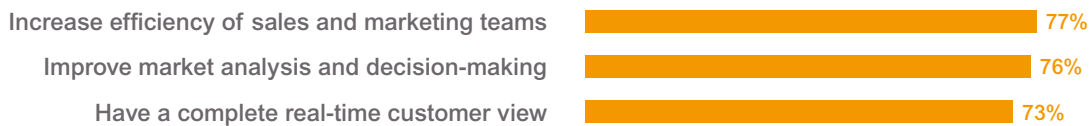
What challenges does your organization face in improving customer data quality?



[Multiple answers accepted]

Almost three-quarters (73%) of respondents cite having a complete and real-time customer view as the top requirement from their customer data. Roughly equal numbers report priorities of improving market analysis and decision-making (76%) and increasing sales and marketing efficiency (77%).

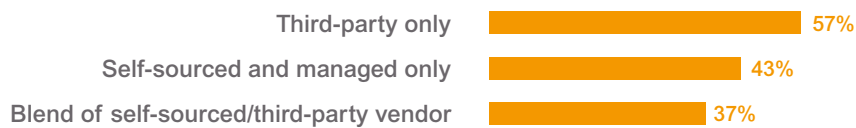
What are your organization's top customer data priorities?



[Multiple answers accepted]

Customer reference data is obtained from a variety of sources, with 43% self-sourcing and managing their customer data, while more than half (57%) rely solely on third-party vendors.

Please indicate which customer data providers you currently use.



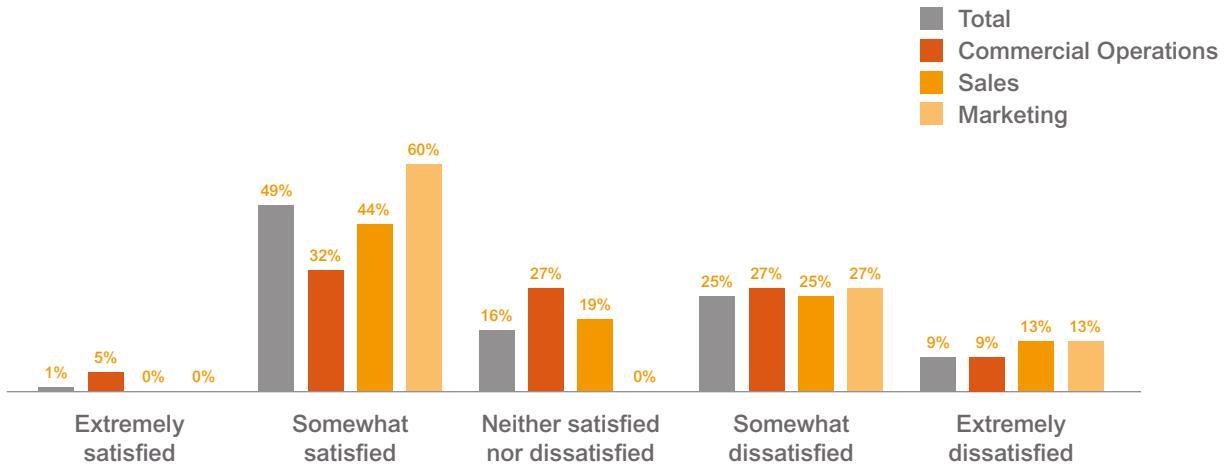
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Improving the quality of customer data is a high priority, with 78% of respondents saying they have a customer data quality initiative underway or will do so within the next two years.

Satisfaction with Current Customer Data Quality

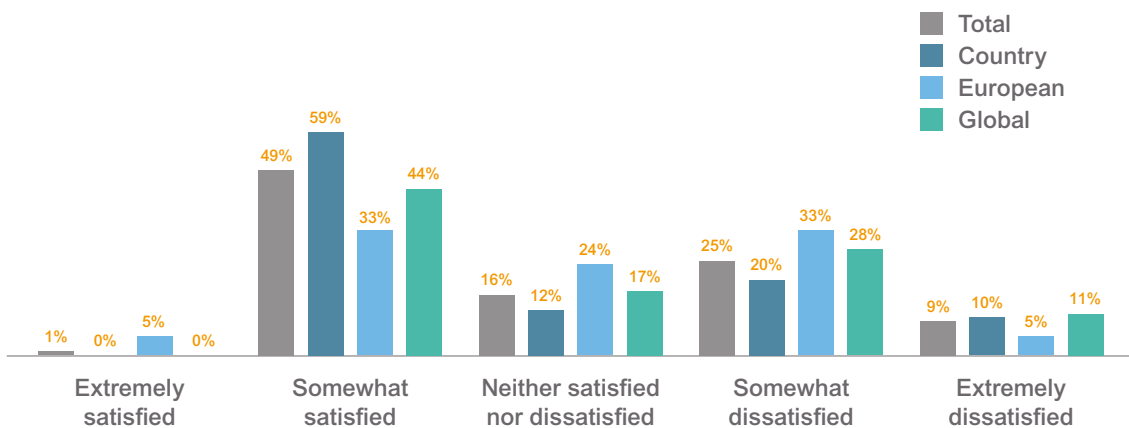
Regardless of the source, customer data quality is a widespread concern. Only half (50%) say they are satisfied with the quality of their customer data. Commercial operations respondents report the lowest level of satisfaction overall, while marketing shows the highest.

How satisfied or dissatisfied are you with the quality of your organization's customer data?



On a geographic level, only 38% of respondents with European-wide responsibility say that they are satisfied with the quality of their customer data. This is considerably lower than those with a country level responsibility (59%).

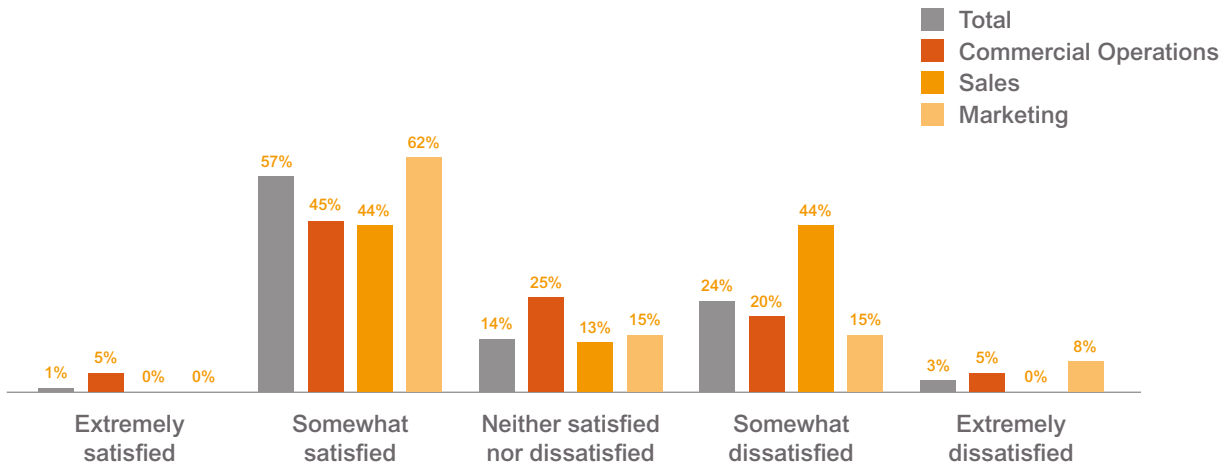
How satisfied or dissatisfied are you with the quality of your organization's customer data?



Satisfaction with Service from Current Customer Data Provider

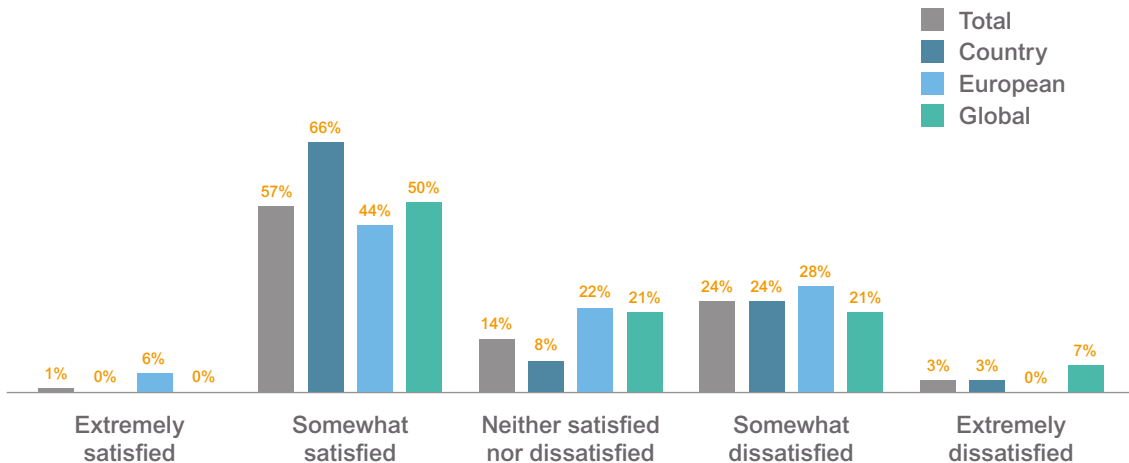
Of those who rely on third-party customer data sources, only 1% of respondents say they are extremely satisfied, with more than half (58.6%) satisfied. However, that figure drops at a departmental level, with only 44% of sales satisfied with their vendor.

What is your level of satisfaction with the service you receive from your customer data provider?



From a geographic standpoint, respondents at a country level are the least satisfied with the quality of their customer data, while those with European responsibility are the only ones to report being extremely satisfied, albeit limited (6%).

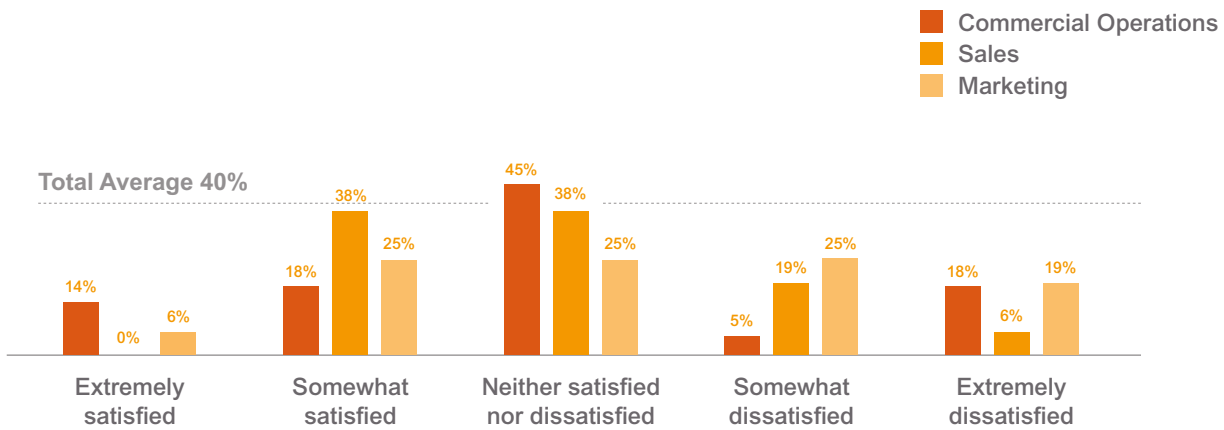
What is your level of satisfaction with the service you receive from your customer data provider?



Satisfaction with a Complete and Real-time Customer View

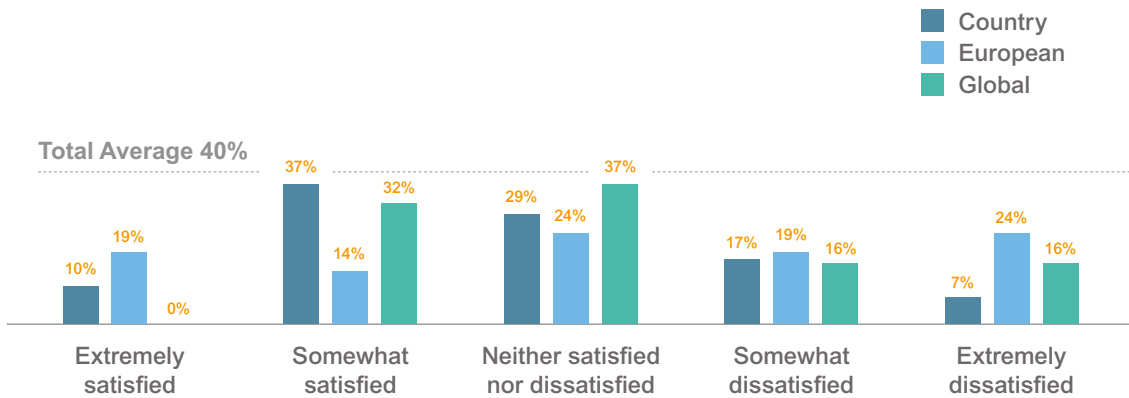
Less than half (40%) of respondents are satisfied that their customer data provides a complete and real-time view, despite nearly three-quarters (73%) citing a complete and real-time view as a top customer data priority. Commercial operations and marketing have the lowest satisfaction, with less than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

How satisfied are you with your customer data and the ability to have a complete and real-time view?



From a geographic standpoint, respondents with country-level responsibilities show the highest level of satisfaction (47%), while those with European responsibility are the most dissatisfied (43%).

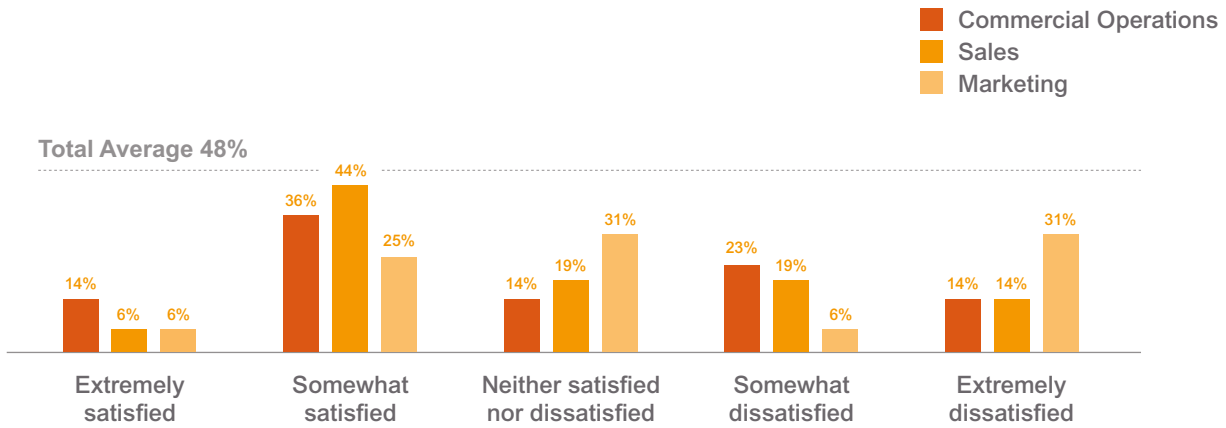
How satisfied are you with your customer data and the ability to have a complete and real-time view?



Satisfaction with HCP Identification across Systems and Geographies

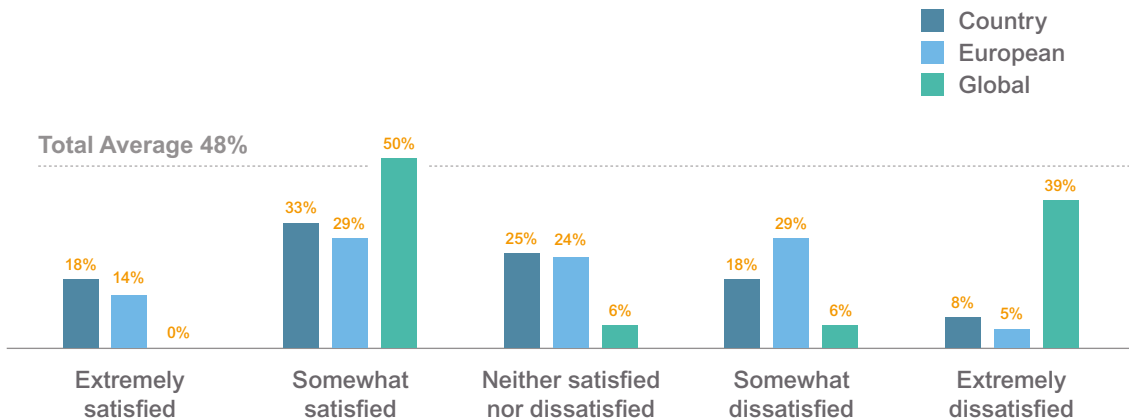
Currently less than half (48%) of respondents are satisfied they can uniquely identify customers across systems and geographies. Both commercial operations and sales show the same level of satisfaction (50%), with commercial operations reporting a larger percentage of extremely satisfied (14%).

How satisfied are you with your customer data and the ability to uniquely identify customers across systems and geographies?



When looking from a geographic standpoint, the level of dissatisfaction is higher for those with global responsibilities (39%).

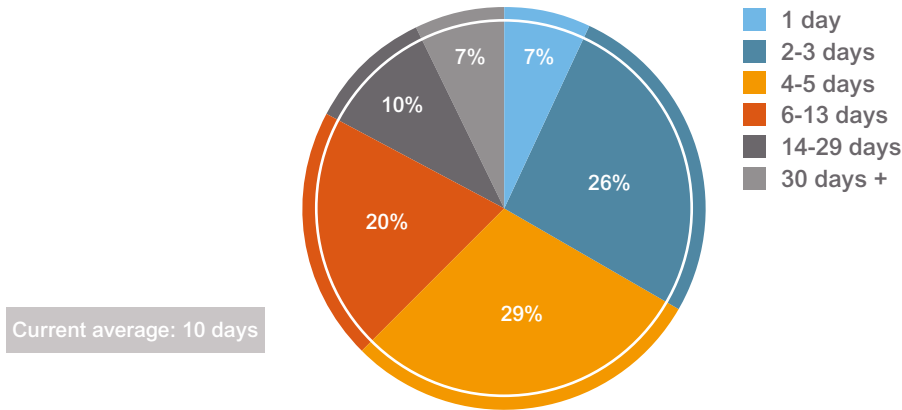
How satisfied are you with your customer data and the ability to uniquely identify customers across systems and geographies?



Limitations to Customer Data Quality

One limitation to quality is the speed at which changes are processed. This is true both with third-party vendors and self-sourced solutions. Only 7% of respondents say that customer data changes are processed within one business day, while more than one-third (33%) say the changes are processed within one to three days. The average reported time to process customer data change requests is currently 10 days.

On average, how long does your current data provider take to process data change requests?

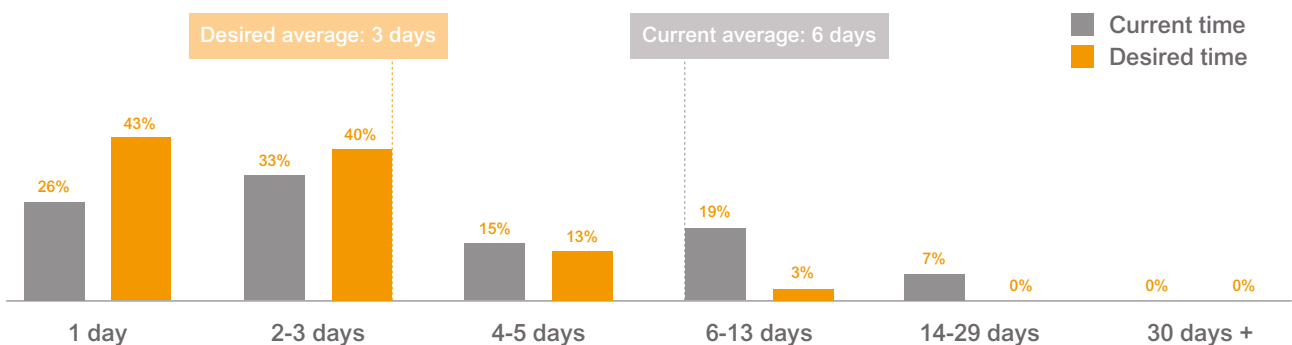


Comparing with the [Veeva 2015 European Life Sciences Industry Survey on Customer Data](#), the time to process changes to customer data decreased by almost half, from an average of 19 days in 2015 to 10 days in 2016. This figure is driven primarily by a large reduction in respondents reporting that requests take a month or more (39% in 2015; 7% in 2016).

However, there is still a gap in how quickly customer data is updated versus the desired response time. More than one-third (37%) of respondents want changes to be processed within one day, while more than three-quarters (79%) want changes actioned within one to three business days. On average, respondents want data changes to be processed within four days.

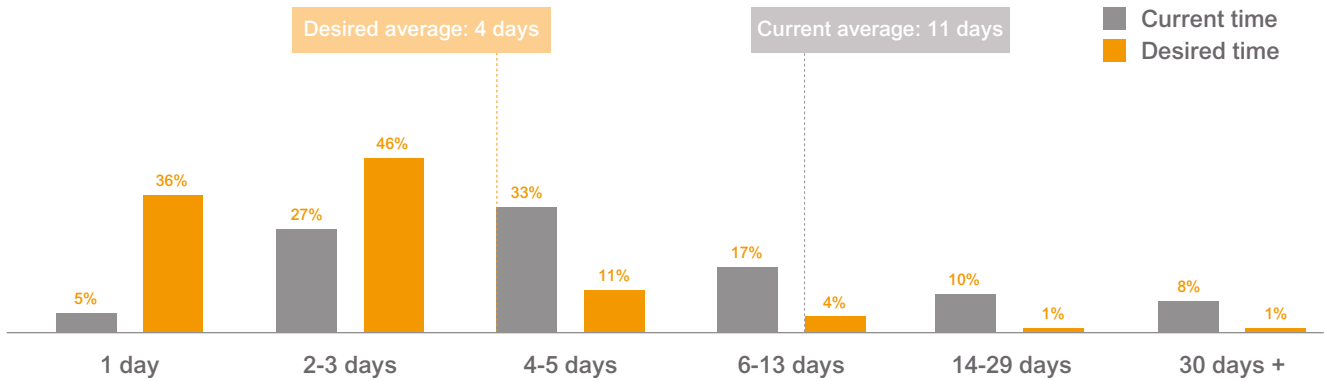
Looking only at self-sourced solutions, the average is six days to process data change requests, compared to a desired average turnaround time of three days.

On average, how long does it take your in-house solution to process data change requests? How quickly would you ideally like your customer data update requests to be resolved by your in-house solution?



Data change processing time by third-party vendors appears to be significantly longer, with an average of 11 days, compared to a desired average turnaround time of four days.

On average, how long does your current data provider take to process data change requests? How quickly would you ideally like your customer data update requests to be resolved by your current data provider?



Future Customer Data Requirements

As the industry looks to leverage digital communication channels and deliver faster, more personalized interactions with customers, respondents are looking for more granular customer data (70%) and product data (37%). More than half (58%) cite email data as a key future requirement and nearly half (49%) identify KOL profile data as a priority.

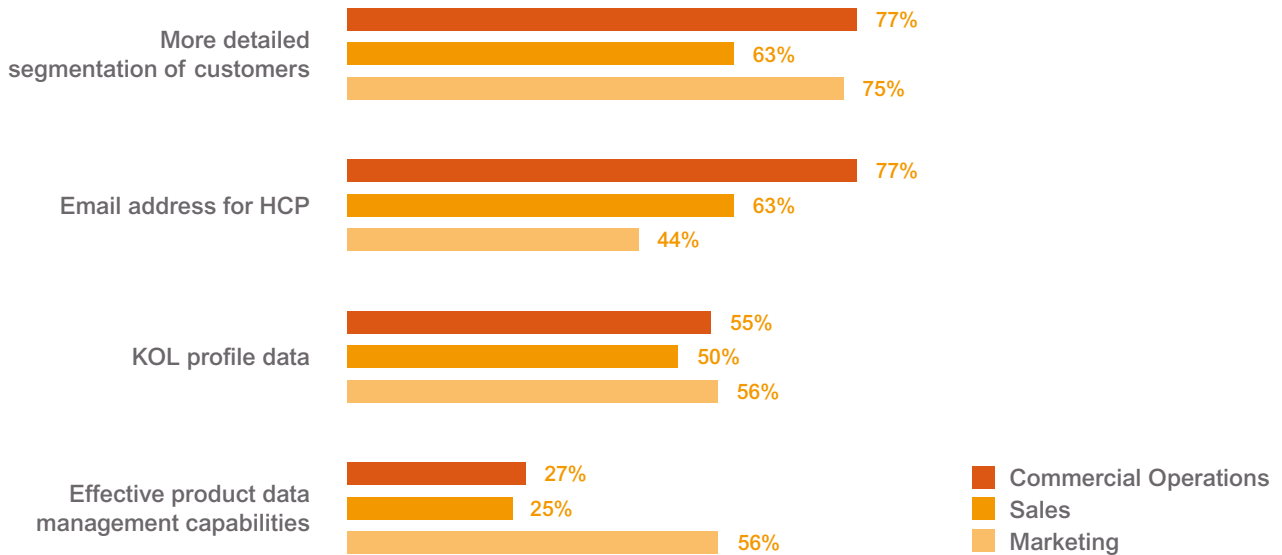
What new capabilities and/or data attributes would you like to have in your organization?



[Multiple answers accepted]

The majority of commercial operations (77%) and sales (63%) respondents cite the need for customer email data. In comparison, more than half (56%) of marketing respondents cited effective product data management capabilities as a desired capability.

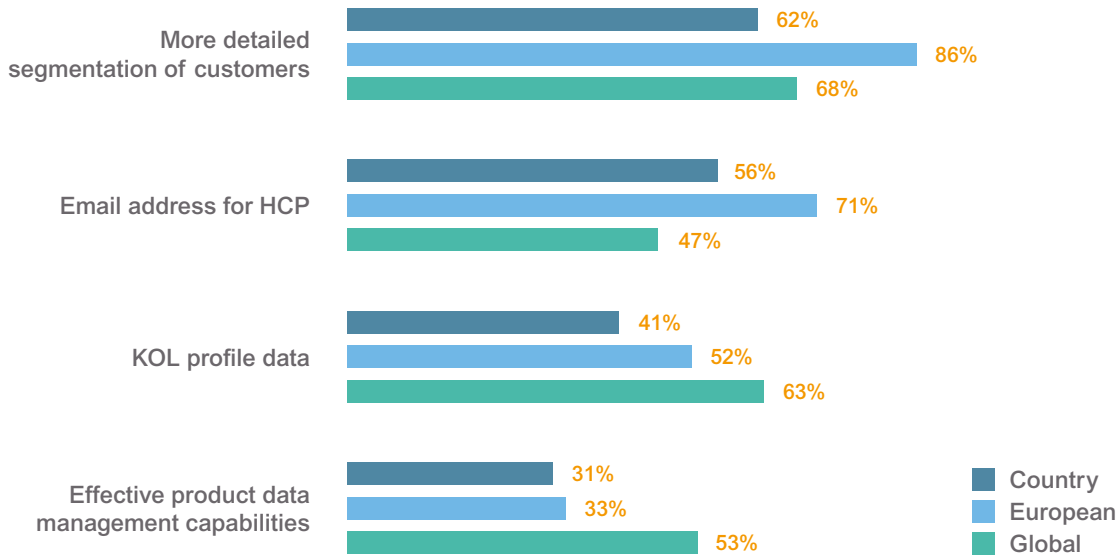
What new capabilities and/or data attributes would you like to have in your organization?



[Multiple answers accepted]

From a geographic perspective, respondents at a European level are more likely to report a need for more detailed segmentation (86%) and email data (71%), compared to country and global counterparts. Yet, effective product data management becomes more important to respondents with a global view (53%), compared to those with country or regional responsibilities.

What new capabilities and/or data attributes would you like to have in your organization?



[Multiple answers accepted]

Spotlight:

State of Customer Data in Commercial Operations

Reliable customer data is integral to effective commercial execution. For field teams, access to accurate and up-to-date customer and email data ensures they remain compliant and productive. Successful calls rest on their ability to access complete HCP information, including demographics and speciality.

Yet, providing access to the right customer data, when and where it is needed, is a responsibility that rests squarely on the shoulders of commercial operations leaders.

Spotlight: State of Customer Data in Commercial Operations looks at the state of customer data in Europe through the eyes of those most accountable for customer data quality:

- Slightly more than one-third (36%) are satisfied with the quality of customer data.
- Nearly all (91%) face challenges in improving customer data quality.
- Inefficient or non-existent data stewardship is the most frequently cited challenge (55%).
- Only half (50%) report that they can uniquely identify customers across systems and geographies.
- Commercial operations respondents are most likely (86%) to report that having a complete and real-time view of the customer is a top customer data priority.
- Other top priorities cited include increasing the efficiency of marketing and sales teams (73%) and improving market analysis and decision-making (68%).
- More than three-quarters (77%) report that they want to have customer email data in the future.

Conclusion

Life sciences companies can increase reach and deliver more relevant, tailored information to HCPs through digital engagement. In addition, 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.

European life sciences companies are struggling to keep customer data updated, regardless of whether it is provided by third-party vendors or maintained internally. Limitations of customer data vendors, siloed customer data across multiple systems, and outdated technologies hamper efforts to improve quality.

The need for improved customer data quality is on the top of the corporate agenda for a majority of life sciences companies, with customer data quality improvement initiatives in place or in the plans for most respondents. There is an increased urgency for faster updates and more granular customer data solutions to meet commercial requirements. As life sciences organizations seek to leverage digital communications channels and personalize interactions, access to detailed customer profile and customer email data is a priority.

Multichannel customer engagement is now at the crux of commercial strategy across the industry – but customer data still needs to catch up.

Survey Methods

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.

Contact

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