



Customer Success Story

Merck Sharp & Dohme UK Improves Effectiveness of Planning by 118% with Veeva CRM Mobile

The Customer

MSD is the UK subsidiary of Merck, a leading healthcare company that discovers, develops, manufactures and markets a wide range of innovative pharmaceutical products to improve human health.

The Challenge

MSD had been struggling to find a replacement CRM solution for its 16-year-old custom-built system and had even tried one of the leading client/server CRM systems, but it simply failed to meet the company's needs. Specifically, the company was looking for a CRM solution with innovative mobile capabilities for eDetailing and sophisticated analytics. On a larger scale, MSD had visions of implementing a uniform CRM platform across all of Europe that would be capable of growing with the company into the future. "It wasn't only a question of replacing outdated technology," explained Geoff Warren, CRM project lead at MSD, "but adapting our approach to stay ahead as the industry evolves."

The Solution

In the U.S., Merck had recently standardised on CRM Mobile, the industry's only integrated CRM and closed loop marketing (CLM) solution for the Apple iPad. Confident from the success Merck experienced with Veeva in the U.S., MSD was eager to consider the cloud-based solution in Europe. MSD conducted a highly structured proof of concept (POC) project for CRM Mobile with its 100+ person immunology team in the UK. The company had high expectations based on what they had learned about the system—its rich, life sciences-specific functionality, configurable platform for unparalleled flexibility, innovative iPad application and proven platform to support regional deployments.

/// *Not only does CRM Mobile fit our current needs, but it's a match for our future needs as well.* ///

—Geoff Warren, **CRM Project Lead, MSD**

“Veeva CRM seemed to be the only solution truly capable of helping us charge forward into the future, primarily due to its multitenant cloud-based technology that allows for configuration rather than customization,” said Warren. “We were also impressed with Veeva’s growing market leadership.”

MSD also expected to get a lot of value from CRM Mobile’s built-in CLM functionality. “As a company, we invest heavily in marketing, but we’ve struggled to get statistically meaningful information on the impact of our marketing messages in customer interactions. CRM Mobile’s combined CRM and CLM functionality will help us determine which marketing communications are working—and which are not—in order to maximise overall effectiveness.”

The Implementation

In just ten weeks, MSD’s pilot team was live on CRM Mobile.

“Our last deployment left a lot of scars and open wounds,” said Warren, “but the Veeva project team was incredibly dedicated and made the process of going from ‘zero to deployment’ smooth, if not easy. The speed and ease of configuration was outstanding, and we could see our requirements actually manifesting in CRM Mobile as they evolved. It’s easy and quick to make changes—unheard of in other systems that require massive customization projects. This makes a big difference in user adoption because you can create a finely tuned system that fits user needs like a glove.”

The Result

Determined to accurately measure the results of CRM Mobile before recommending a roll-out across Europe, MSD meticulously evaluated the system before, during and after the POC to determine CRM Mobile’s real impact on the organization. The company made point-to-point comparisons between CRM Mobile and its previous system, conducted in-depth surveys at various points throughout implementation and, after it was live, analyzed the system out in the field.

MSD began the whole evaluation process by asking ‘what does success look like?’ By the end of the roll-out, the team had a very clear picture of success. CRM Mobile proved a dramatic value-add to rep productivity and effectiveness. Overall, nearly 70% of users reported that CRM Mobile contributed a high or very high value to their daily workday. Specifically, MSD reps reported improvements in pre-call planning, productivity and team collaboration.

/// *We want to realise the full business value of CRM Mobile and start thinking seriously about how to optimise our business processes to take full advantage of this impressive tool. We’ve really only scratched the surface.* ///

—Geoff Warren, **CRM Project Lead, MSD**

Pre-Call Planning

Surveys found that reps' overall effectiveness of planning with CRM Mobile improved by an astounding 118% compared to the previous system. Reps claim this improvement is due to the richer, more convenient functionality and ease of use in CRM Mobile. "I love the simplicity and ease at which I can put my plans together," reported one MSD sales rep. In fact, MSD reps gave CRM Mobile an average score of 8.1 (out of 10), with 89% of users reporting that the usability of CRM Mobile was good or excellent. This was a major improvement from the previous system, which scored only 4.4. "CRM Mobile is straightforward and user friendly," said another rep.

About Veeva CRM

Veeva CRM is the only cloud-based CRM solution designed specifically for the global life sciences industry. The complete suite delivers rich functionality that supports the unique needs of multiple commercial teams in a single solution. Veeva CRM empowers customers with anytime, anywhere access and advanced reporting capabilities needed to improve user adoption and sales effectiveness, while reducing cost and complexity. Also part of Veeva CRM, CRM Mobile has quickly become the industry's choice for comprehensive CRM and closed loop marketing on the iPad with the largest installed base worldwide.

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com.