Veeva CRM
CoBrowse

Remote Detailing.
Anytime. Anywhere.

Face-to-face detailing is an effective way to provide physicians a tailored customer experience that provides all the information and services they need. However, as office access decreases, more and more healthcare providers (HCPs) prefer digital information on demand. User-guided remote detailing marries the two, offering the flexibility of online access and the personalization and relationship-building of a face-to-face meeting. And with today's technology, all digital channels can be tightly coupled with CRM, ensuring that every customer interaction is informed by insights gleaned across all touch points. The ongoing cycle of engaging customers and refining strategies creates the foundation for an ever-improving customer experience.

Enabling Multichannel Customer Engagement

Veeva's multichannel CRM platform empowers life sciences companies to manage customer engagement across channels, including face-to-face, mobile, email, phone, and the web. It is now possible to deliver approved and personalized digital content and services, based on your complete understanding of each customer in Veeva CRM. Delivered in the cloud, all channels are completely interoperable, ensuring the relevance and consistency of all messaging. For instance, field reps can extend their dialogue with HCPs beyond the physical walls of the office by directing physicians to websites containing related content, such as clinical documents and videos. And self-guided interactions can easily turn into field-guided details, allowing customers to traverse channels seamlessly. Customers get the information they need, when and how they need it.

User-guided Remote Detailing

Veeva CRM CoBrowse is a life sciences-specific, cloud-based platform for user-guided remote detailing. CoBrowse is part of Veeva's multichannel CRM solution, enabling life sciences companies to provide personalized detailing online according to the HCP's schedule. With CoBrowse, home office and field staff, including sales reps and medical science liaisons (MSLs), can schedule interactions with customers outside the context of the office visit and have the customer's undivided attention. HCPs can join the CoBrowse session from any location or device.

Bring together the flexibility and convenience of online engagement with personalization and relationship-building of a face-to-face meeting.

Learn more at veeva.com ❯

Delivering Personalized Detailing

Veeva CRM contains rich customer information and interaction history across all channels. As CoBrowse is seamlessly connected with Veeva CRM, field users can leverage the existing customer segmentation as well as past interactions and inquiries to provide the right information to customers at their convenience. Combined with Veeva CLM for face-to-face detailing and Veeva CRM Approved Email for compliant email capability, CoBrowse enhances field productivity and helps maintain a continuous dialogue with customers. Now, customers can participate in detailing, receiving the exact information they need directly from their desktop, laptop, or mobile device.

Multichannel Content Repository

To deliver the best customer experience, companies must regularly update and evolve content based on customer needs. The regulatory environment and the cost of content creation, however, have made it challenging for companies to deliver consistent content and frequent updates across channels. To address this, Veeva provides a single, global content management system – Veeva Vault PromoMats – for content creation, storage, distribution, and withdrawal.

Vault PromoMats is the single source of content for all Veeva CRM channels, including CoBrowse. All digital content is managed in one repository throughout the entire content lifecycle, ensuring that only the latest approved materials are accessible. This centralized location for content administration delivers accountability for all content and claims, and maintains audit trails for a clear chain of custody.

Ensuring Compliance

CoBrowse delivers built-in functionality to strengthen compliance. Field reps can share only the latest approved, compliant content during a CoBrowse session, preventing the inadvertent display of unapproved materials and off-label communications.

Complete Customer Insight

Understanding customer needs and behavior is key to marketing success. Learning what customers value and how they respond to messaging and services can help brand teams design better materials that resonate with HCPs. Companies can now optimize their promotional spend while improving the customer experience. Because Veeva CRM CoBrowse is a part of Veeva Commercial Cloud, rich customer insight is automatically captured from each interaction and updated in Veeva CRM, in real time. This multichannel data is available for analysis, helping marketing and sales respond to customer needs quickly and effectively.
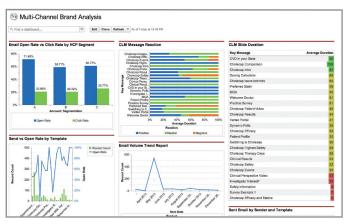
Figure 1: Actionable insight

Enterprise-class, in the Cloud

With sophisticated security, regulatory compliance, and flexible administrative controls, Veeva delivers an enterprise-class solution for compelling multichannel customer engagement at scale. CoBrowse is built to deliver a rich user experience and high performance around the globe. Veeva's multitenant cloud architecture ensures that there are no servers to buy or maintain, no software upgrade projects, and dramatically reduced system validation costs. It also means your system is always current and grows with your needs. Like all Veeva products, Veeva CRM CoBrowse gets even better over time with enhancements and innovations delivered seamlessly, ensuring your applications are always up-to-date.

Learn more at veeva.com | **925-452-6500** | **info@veeva.com**