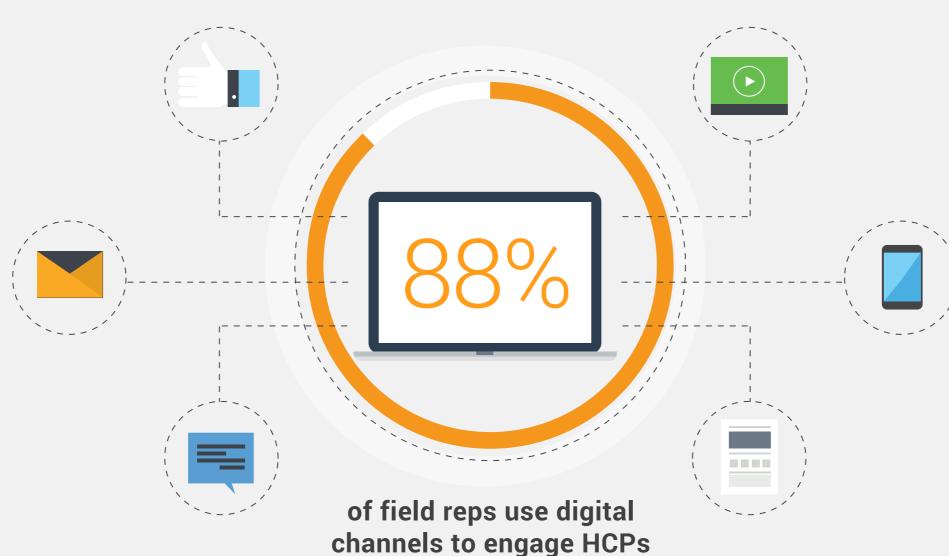
## Weeva

## Industry Survey Shows Customer Data is Key to Digital

Findings from the Veeva 2020 North America Customer Reference Data Survey

Quality customer data rises in importance as the industry shifts to digital engagement



Life sciences leaders see customer reference data as critical to commercial execution for:

9/%

9/%

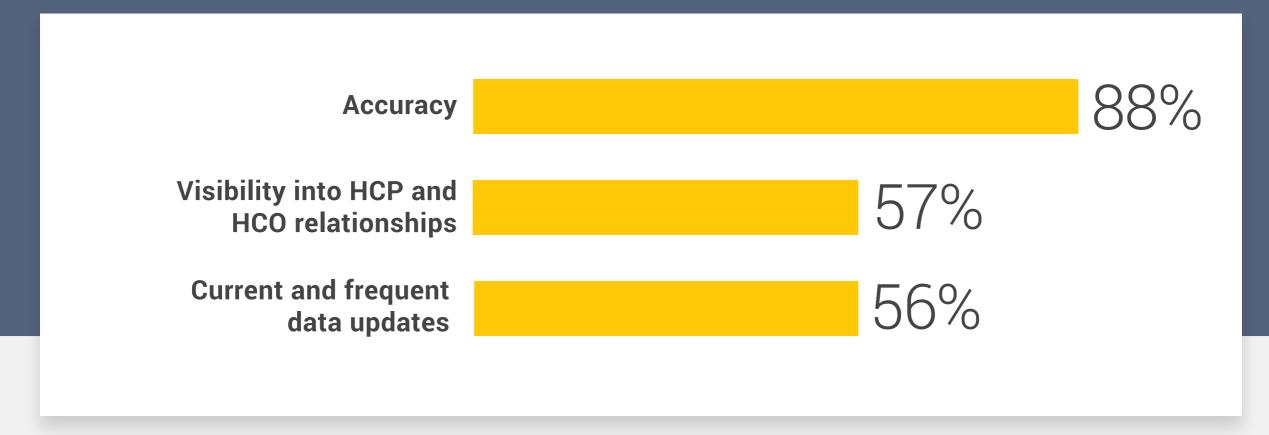
96%

Field Force Effectiveness

Strategic Business Planning

**Account-based Selling** 

Improving data quality is an immediate priority, particularly for:



Companies need complete data and responsive data stewards for effective HCP engagement



of companies need more data about relationships between HCPs and HCOs



of companies wait up to 5 days for data change requests

Companies continue to invest in customer reference data as a critical asset

46%

are investing in new

are investing in more

are switching to a new system for data

26%

are switching to a new data provider

in new in more to a new to a new data sources data stewardship system for data data provider

to understand the priorities, drivers, barriers, and progress towards accurate, quality customer data and its role in advancing the business.

Read the full Veeva 2020 North America Customer Reference Data Survey

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