

Success Story

Specialty Pharma Company Replaces Legacy Systems with Cloud-based Veeva CRM

The Customer

With therapies and a diverse pipeline in oncology and specialty care, this fully integrated pharmaceutical company is dedicated to helping address unmet medical needs of patients. It is no surprise, therefore, that when selecting a new multichannel customer relationship management (CRM) solution, it looked to advanced cloud technology to replace many of its existing on-premise systems.

The Challenge

The company's legacy CRM system was outdated, so executives decided it was an ideal time to invest in new technology that would better position the company for the future. It searched for a more modern application that would allow the company to adapt to changing market dynamics and expand its product offering. As a smaller organization with a limited budget, the company also needed to prove the solution would offer a positive return on investment (ROI).

The Search

Strict criteria for a new CRM solution dictated the search for a single solution that would, at a minimum, replace the existing functions of the company's on-premise CRM system and the three software systems it had developed in-house for field coaching, custom reporting, and targeting. The solution also had to support other areas of the business, such as the call center, and offer easy scalability and flexibility to accommodate a variety of markets around the globe. Going forward, the company also wanted its new system to provide a constant stream of innovation, offering more advanced features, including fully integrated closed loop marketing (CLM) and multichannel offerings like Veeva CRM Approved Email, as the organization evolved.

The capabilities of the leading life sciences CRM solutions were compared and an estimated return was calculated for each. At the end of the evaluation process, the company selected Veeva CRM based on its robust functionality, flexibility, and value.

The Implementation

The company implemented Veeva CRM with an initial one-month pilot phase followed by an eight-week full rollout. Together, Veeva and systems integrator (SI) partner Accenture implemented the system on time and within budget.

"Our experiences with Veeva CRM have been overwhelmingly positive," remarked the associate director of integrated digital strategy. "All user training was done remotely without issue – a true testament to the simplicity of the Veeva CRM interface and the product's usability. And although the company had ramped up its help desk support in anticipation of the pilot, the team was able to decrease support much earlier than expected."

Less than two months after completing the original pilot, the company rolled out Veeva CRM to over 700 users in the U.S. and Canada. Within a year, it deployed Veeva iRep, Veeva's combined CRM and CLM application for the Apple iPad, to all users. To fully leverage the iPad experience, the company also invested in digitized content rather than static PDFs and established a digital content guidebook, which has since become the company standard. "We wanted new and improved content that best utilized iRep right out of the gates," said the associate director.

Most recently, the company rolled out Veeva CRM to its Medical Affairs and Health Economics and Outcomes Research (HEOR) teams. "If a customer requests an MSL or HEOR specialist, the sales representative logs that into the system, and the request is automatically triaged so we can respond to the customer more quickly," added the associate director.

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"The flexibility of Veeva CRM gives us the ability to ramp up or down as needed. It's a broad solution that meets all our multichannel needs, delivered in the cloud so we benefit from consistent access to ongoing innovation"

— Associate Director, Integrated Digital Strategy

Extending Veeva CRM to Eliminate Multiple Legacy Systems

The company leveraged the extensibility of Veeva CRM by building two applications through the Salesforce1 Platform, foregoing the need to purchase these solutions separately. The first is a sales training certification application, while the other supports 'target customer' changes that enable field representatives to change the call status on an account.

"The fact that these applications were developed within Veeva CRM's platform was a major bonus to us. We were able to replace multiple existing systems easily and without the additional expense," said the company's sales solution spokesperson.

Veeva CRM has also empowered managers and sales representatives to create and share coaching and reviews in the field. "We can build our own coaching forms directly within the system," remarked the associate director. "The importance of efficient two-way feedback between district managers and representatives can't be overstated – it's vital to executing our business operations and to employee development. This functionality in Veeva CRM makes communication faster and more effective."

Multichannel Outreach via salesforce.com Service Cloud Call Center

Having also switched to the salesforce.com Service Cloud call center application, the company was able to replace its existing call center system. Service Cloud shares a common platform with Veeva CRM, allowing end-to-end case management across multiple channels. "Our medical communications team uses Service Cloud to answer inquiries from customers, and because our representatives can also log inquiries through Veeva CRM, the medical communications team has complete visibility," stated the company's associate director. "This back-end connection process gives us the tools we need to efficiently and effectively respond to our customers' needs."

The Results

Both management and the field force immediately recognized the new solution was faster than their legacy system – in fact, 97 percent reported that Veeva CRM was "significantly faster," according to an internal survey. The product's intuitive user interface increased rep efficiency in call reporting. Sales representatives appreciate Veeva's field insights and reporting capabilities, which allow them to analyze their sales data on demand. "Overall, Veeva CRM is a big leap forward for our company," said the associate director. "And the sales force agrees, with 88 percent indicating that Veeva CRM is an improvement over the legacy system."

"Veeva CRM's speed and ease-of-use are really key to the sales force," said the company's integrated digital strategy expert. "The solution greatly reduces administration time in the field."

The company has found that the greatest advantages come from having all user groups, including co-promotion partners, on the same CRM system. Everyone has secure access to the same sales reports to make needed adjustments in real-time and respond in a more dynamic environment. "With Veeva CRM, we have a single solution that allows us to provide our team with one complete view of data while also allowing us to control visibility," stated the sales solution spokesperson. "We were able to retire four disparate systems. With everyone now on the same page, we can be far more effective in meeting the needs of our customers."

The Future

As the company moves forward, it continues to innovate within the Veeva CRM environment and take advantage of new functionality as it becomes available three times a year. Today, the company is expanding its multichannel capabilities by rolling out Veeva CRM Approved Email. This recent addition to the Veeva Commercial Cloud helps reps extend the value of face-to-face calls by allowing them to quickly and compliantly send approved content directly to their customers through the Veeva CRM interface.

"There is great opportunity within the Veeva platform for us to create a single view of our customer across divisions and channels, which may greatly facilitate sales of existing and new products," stated the associate director. "We can better optimize the launches of our new products, while growing the sales of existing products, through multiple channels integrated within Veeva."



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— Associate Director, Integrated Digital Strategy