



VEEVA SUCCESS STORY

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

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 "It wasn't only a question of replacing outdated technology," explained Geoff Warren, CRM project lead at MSD, "but adapting our approach to stay ahead as the industry evolves."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 iRep, 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 iRep 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.

"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 customisation," said Warren. "We were also impressed with Veeva's growing market leadership."

“Not only does iRep fit our current needs, but it's a match for our future needs as well.”

- Geoff Warren
CRM Project Lead, MSD

“We want to realise the full business value of iRep 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.”

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MSD also expected to get a lot of value from iRep’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. iRep’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 iRep.

“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 iRep as they evolved. It’s easy and quick to make changes – unheard of in other systems that require massive customisation 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 iRep before recommending a roll-out across Europe, MSD meticulously evaluated the system before, during and after the POC to determine iRep’s real impact on the organisation. The company made point-to-point comparisons between iRep and its previous system, conducted in-depth surveys at various points throughout implementation and, after it was live, analysed 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. iRep proved a dramatic value-add to rep productivity and effectiveness. Overall, nearly 70% of users reported that iRep contributed a high or very high value to their daily workday. Specifically, MSD reps reported improvements in pre-call planning, productivity and team collaboration.

PRE-CALL PLANNING

Surveys found that reps’ overall effectiveness of planning with iRep 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 iRep. “I love the simplicity and ease at which I can put my plans together,” reported one MSD sales rep. In fact, MSD reps gave iRep an average score of 8.1 (out of 10), with 89% of users reporting that the usability of iRep was good or excellent. This was a major improvement from the previous system, which scored only 4.4. “iRep 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, iRep has quickly become the industry's choice for comprehensive CRM and closed loop marketing on the iPad with the largest installed base worldwide.

PRODUCTIVITY

"Mobility has made all the difference," observed one sales rep. Eighty-two percent of users are accessing the new CRM system in the field compared to only 23% with the previous CRM system. Reps have reported that they can be much more efficient and get more done during the work day instead of finishing call recording and other administrative tasks at home. This has resulted in a better work-life balance. In addition, what was previously considered to be 'dead time' waiting for physicians or in between meetings is now productive with iRep. In surveys, reps say that they are now prepared and fully equipped to do an unplanned or ad hoc call with a physician they run into unexpectedly at the healthcare facility. "I find it very useful that I can access all my work such as customer profiles, planning and reports while in the field. It helps me to make the right decisions and maximise effort," reported one rep.

COLLABORATION

iRep scored 148% higher than MSD's previous CRM system on its ability to improve teamwork. Reps reported that iRep gives them a more complete view of each customer, so reps in various territories can now coordinate call frequency and messaging among shared customers. In addition, the visibility into customer interactions across MSD sales and marketing teams dramatically cuts down on the duplication of efforts. "With iRep, the sales team is finally collaborating efficiently for the benefit of the customer, which supports our drive to become more customer-centric," explained Warren.

THE FUTURE

Since MSD completed the Veeva POC in the UK, the company has continued to grow its confidence in the system and in Veeva as a partner. MSD reports remarkable user adoption, ease of configuration and universally positive feedback.

Next on the horizon for MSD? "We want to realise the full business value of iRep and start thinking seriously about how to optimise our business processes to take full advantage of this impressive tool," said Warren. "We've really only scratched the surface."

Currently in pilot phase, MSD is trialing iRep's account management functionality among key account managers (KAMs). "There is positive feedback so far. It's an easier system than KAMs have ever used before, and the functionality is spot-on for key account management," adds Warren.

MSD plans to roll out iRep in multiple European markets, including the top five largest markets. "We made a good decision to choose Veeva. What had seemed like a risk at first turned out to be a no-brainer," concluded Warren. "We are now ready and excited to continue the deployment of iRep across Europe, Canada and beyond." ▼