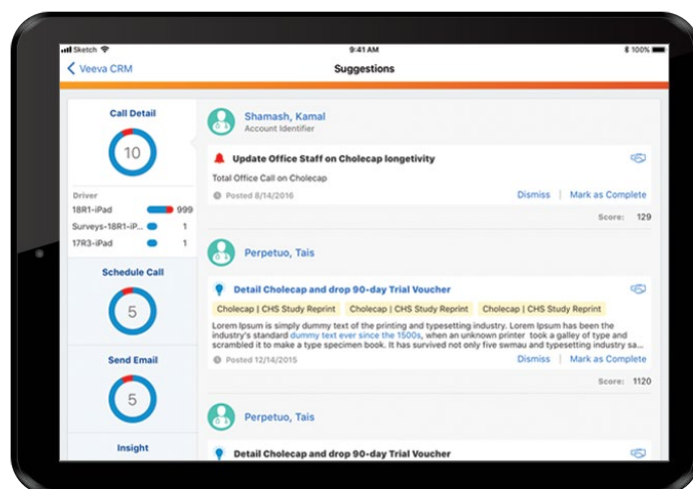# Veeva CRM
Suggestions

Targeted recommendations, powered by data science

The life sciences industry is awash with data. Integrating, organizing, and interpreting this information to glean actionable insights is a significant challenge. The volume of data is growing, as are the types of customer-facing roles, the number of communication channels, and the volume of customer stakeholders.

Veeva CRM Suggestions is a game-changing set of features built into Veeva CRM. With Suggestions, you benefit from the power of data science to deliver a better, more coordinated customer experience. Suggestions uses predictive and adaptive analytics to identify the best actions and right channel for that next customer interaction.

Give your customers the information they really need, when and how they want it. Veeva CRM Suggestions is a field team dashboard, powered by data science, that recommends the best actions and engagement channels for each customer.

Features

Better Rep Performance

Armed with recommendations on the best actions and channels for each customer, every account manager can be a top performer. And since recommendations span engagement channels, Veeva CRM Suggestions accelerates the transition to a new multichannel model.
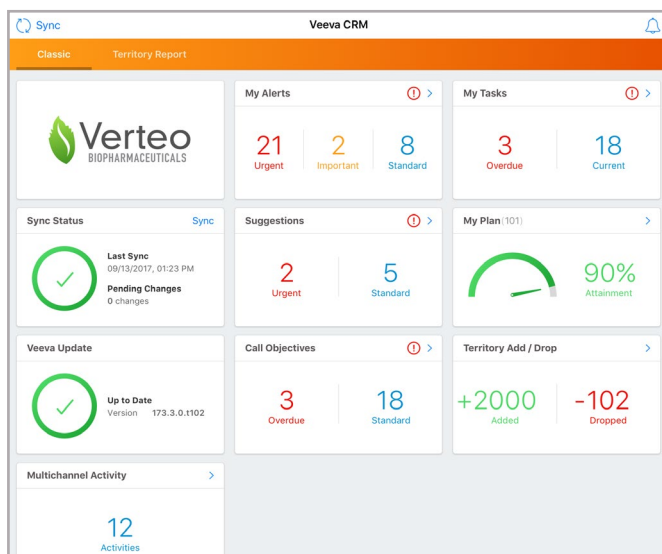
More Customer-centric Engagement

With ever-improving, actionable recommendations, teams can improve commercial effectiveness and build stronger customer relationships. Veeva CRM Suggestions ensures that key messages reach the right customers through their preferred channels.

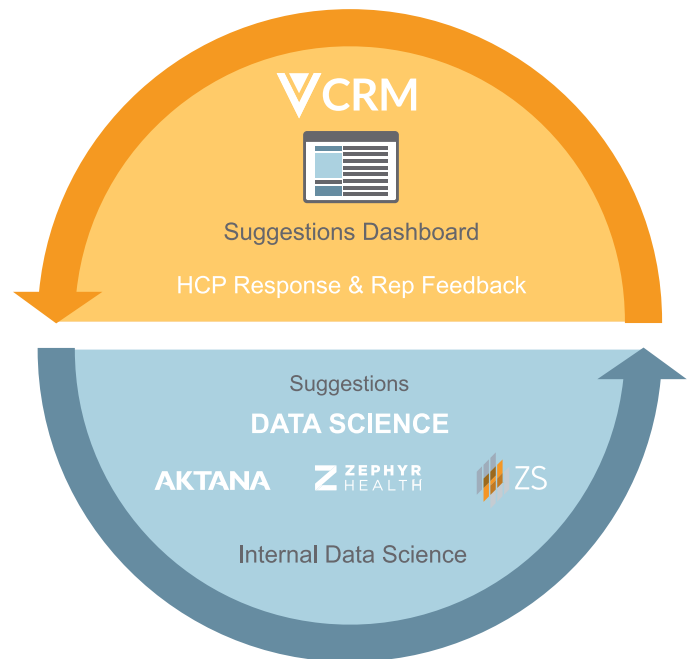### Building the Most Effective Customer Journey

Veeva CRM Suggestions delivers clear suggestions to all customer- facing roles on the best messages and channels for greater sales effectiveness. Suggestions are provided directly in the field team's workflow, where and when they are needed. The interactive Suggestions Dashboard allows field teams to offer feedback on recommendations provided, creating a continuous learning loop and improving future suggestions.

Business Insights Fueled by Data Science

Veeva CRM Suggestions is powered by data science, which mines volumes of data and uses predictive and adaptive analytics to make recommendations and learn from subsequent actions. With the Veeva Data Science Connector, companies have the flexibility to use the data science technology of their choice or their own internal solution.

Expert Data Partners

The Veeva Data Science Partner Program leverages a network of industry leaders, like ZS Associates, Aktana, and Zephyr Health, to seamlessly deliver recommendations directly into Veeva CRM. Data Science Partner solutions are pre-integrated to Veeva CRM Suggestions, making it easy to get started.

Built into Veeva CRM

Designed to load analytics data or recommendations from data science engines into Veeva CRM, Suggestions can be leveraged by commercial teams to create calls, call objectives, or send emails. Field teams can take action directly from the Suggestions dashboard or dismiss the recommendation.

Suggestions Alerts on Home Page

Learn more at veeva.com/eu | **+34 931 870 200** | **veeva.com/eu/contact**