

VEEVA 2016 EUROPEAN CUSTOMER DATA SURVEY

Customer data is **foundational**

To make **better, smarter** decisions

To get **closer** to the customer

Where the industry is

But there are **GAPS** between

Where the industry wants to go

with customer data

Top 3 things companies want to achieve with customer data



77%

Increase efficiency of sales and marketing teams



76%

Improve market analysis and decision-making



73%

Have a complete and real-time customer view

Only 40% are satisfied that their customer data provides a complete and real-time customer view

Only 50% are satisfied with the quality of their customer data in general

87%

report challenges in improving customer data quality

78%

have a customer data quality initiative or will have one within the next two years

Top challenges organizations face to improve customer data quality

Outdated data management technology

Siloed data across multiple systems

Inefficient or non-existent data steward services

Data vendor limitation

Days to respond to customer data change requests

Current days to process

10

Desired days to process

4

In future, companies want far more from their customer data

More detailed segmentation of customers



Email addresses for HCPs



Detailed KOL profile data



Effective product data management



Existing approaches to customer data do not support a multichannel strategy



The industry needs a new approach to customer data and Veeva can help

Customer data changes

90%+ processed within **1 business day***

*average processing time

Global

20M records

38 countries

Enterprise database

Unlimited usage across the organization

Cross border

Unique ID to identify customers

Real-time access

via Veeva CRM

Findings from **Veeva 2016 European Customer Data Survey**

The Veeva 2016 European Customer Data Survey reflects the experiences and opinions of more than 80 life sciences decision makers across all major European markets.

Download report: veeva.com/euldatasurvey