



**Veeva**

# Six Tips for Accelerating Your Digital Transformation

## INTRODUCTION:

# Digital Transformation in Life Sciences

Over 60% of physicians want significantly fewer in-person meetings and much more digital.<sup>1</sup> As business models evolve to support multi-channel engagement, having accurate, up-to-date customer reference data is essential.

Now more than ever, life sciences organizations recognize the importance of a solid data foundation to fuel digital transformation:

- > DC Health Insights predict that nearly one-third of life sciences organizations will achieve data excellence by 2022<sup>2</sup>.
- > 91% of European companies view customer reference data as a global strategic asset, but only 43% believe their organization has both the right data foundation and right data governance to fully support digital transformation<sup>3</sup>.

In this eBook we'll share six tips on using data to accelerate your digital transformation.

“ Without a strong data governance across the organization, life sciences cannot have the right data foundation to support digital initiatives. ”

Eric Philippe Houben,  
global head of data excellence at Boehringer Ingelheim

## Many Lack the Right Data Foundation

Less than half believe their organization has BOTH the right data foundation and an efficient data governance model to support digital transformation<sup>3</sup>.

57%

believe their organization has the right customer reference data to fully support digital transformation



DROPS TO



43%

when they don't have efficient data governance



1. Source: Across Health Navigator Spotcheck 2020

2. Source: IDC's Industry CloudPath, 2019: Executive Summary Report

3. Source: 2020 European Customer Reference Data Survey Report



## TIP 1: Take control of your customer data

**Strong data governance is a key component of quality data.** Without this critical foundation, you won't be able to leverage data-driven insights and take full advantage of digital channels to improve customer experience.

Replace traditional multi-sourced master data with a **unified data model**. A single global data model delivers consistent data management processes everywhere without creating data silos and blind spots.

Also, remember that data is dynamic. **Real-time customer data on HCPs improves field force efficiency and customer experience.** The right message, to the right person, at the right time, through the right channel, means your engagement plan gets refined and executed faster. Imagine what you could do if you save 5% on sales execution time.

## TIP 2:

# Make it easy for your sales team

Sales teams are frustrated by wasted calls to incorrectly classified or non-existent HCPs and slow data change requests. An efficient data governance strategy that **quickly addresses change requests** and **verifies data updates** enhances sales productivity and satisfaction. Accurate data enables a higher percentage of calls to be closed within the same day and improves insights from the field.

## Increase Sales Efficiency

Wilson, James			
Account Detail	Name	Dr. James Wilson	National ID 353 525 250205
Calls (Account) (25)	Professional Title	Doctor	Account Record Type Professional
Member Of (4)	Credentials	MD	Gender M
Data Change Requests (14)	Specialty	Cardiovascular Disease	Focus Area Diabetology
Account Clinical Trials (8)	Specialty 2	Diabetes	Language English
Account Publications (15)	Prefix	Doctor	Employer Consent Yes
Addresses (2)	Status	Active	Veeva Link URL
Account Plans (2)	Veeva Oncology Link	<a href="https://login.veevalink.com/#/188730profile/249026588001">https://login.veevalink.com/#/188730profile/249026588001</a>	
Transfer of Values (8)	Adoption Pathway		
Sent Email (180)	Classification		
Multichannel Consents (807)	Target7	✓	KOL7 ✓
Multichannel Activities (8)			



Accurate, real-time data



More closed calls



Increased insights

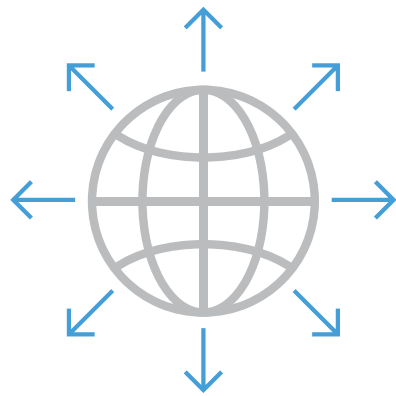


### TIP 3:

## Optimize your processes and solutions



Customer data, marketing content, and interaction information should be seamlessly integrated with your CRM. Siloed systems create a disadvantage, leading to broken processes and missed opportunities. Having everything in one place allows your team to have a **single version of the truth for all customer interactions**.



As your business evolves, **your commercial solution should scale up or change without disrupting existing functionality**. Your reps have to get access to applications that are fast, regardless of where they are globally or what device they are using. You need to feel confident your current processes and solutions will evolve and allow your reps to keep productivity high.

“ Customer experience is very important for us because it drives customer loyalty. Veeva CRM and Veeva OpenData have been the foundation for building an exceptional customer experience. ”

Angela Genco, head of integrated multichannel marketing and sales, Bayer Italy

## TIP 4:

# Cut through the noise

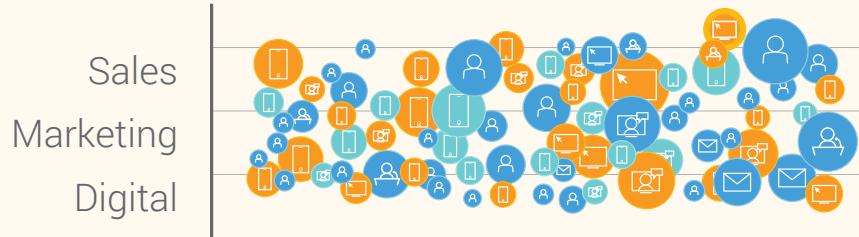
Influential HCPs are drowning with 300+ touchpoints each month<sup>1</sup>.

Understand customer preferences then group and sequence your engagements and messages in a meaningful way. Deliver the right message, via the right channel, at the right time, creating a seamless conversation and an improved customer experience.

## Top Oncologist Perspective

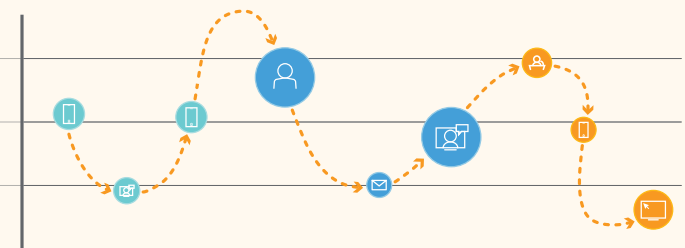
### Current Experience

Volume of interactions from pharmaceutical companies



### The Opportunity

Digital excellence across channels



1. Source: Veeva Internal - Top Oncologist Outreach Average in the US

## TIP 5:

# Use data to drive decisions and insights

Use real-time data to make informed decisions. Enable your reps to take action and create smarter engagement strategies with relevant and timely customer insights at the point of execution, directly in their CRM.

**Use data to analyze, hone, and improve** your interaction strategies and messaging. Learn what resonates and create more engaging customer journeys.

**Drive channel adoption and change management** by showing reps what is possible through channel engagement data.

**Bring all the information together in one place.** Put your customers at the center and personalize their experience while improving planning, collaboration, and execution across teams.

**Create dashboards** that help your sales team view the current state of the account, understand sales trends, or see how influential KOLs are in their territories.

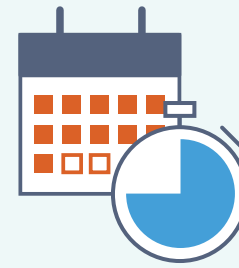
## Get Your Message Across



Focus on  
top targets



Know which  
messages worked



Plan upcoming  
communications

## TIP 6:

# Pick a partner with shared values

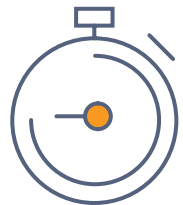
Partner with organizations that not only provide great solutions but also invest in promoting a community that encourages you to learn, share, and grow. Access to support portals, services, events, and training will help you get the most out of your new solutions.

→ A strategic partner is an extension of your team.

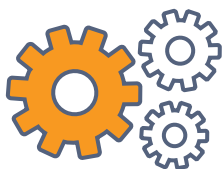
Find an organization **committed to your success** that will help you:



Build and develop informed and enabled sales teams



Speed your overall process



Achieve operational goals

“ Understanding our customers and delivering them the right information at the right time through the right channel is key to our commercial strategy. We are unifying on a single global CRM solution to deliver on this vision with Veeva as our trusted global partner. ”

Chetak Buaria, Global Head of Commercial Excellence  
Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany standardizes on Veeva CRM globally.  
[Read more >](#)





## Find out more

To learn more about accelerating your digital transformation journey with Veeva OpenData, please visit [veeva.com/eu/bettercustomerdata](https://veeva.com/eu/bettercustomerdata).



### Get in touch

Find out how we can help you digitally transform your organization and empower your sales teams.

Learn more at [veeva.com/eu](https://veeva.com/eu)  
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