

Veeva European Customer Reference Data Survey

In a Remote World, Customer Data is more Foundational than Ever

To accelerate digital transformation

To better engage with HCPs and HCOs



91%

view customer reference data as a global strategic asset

But

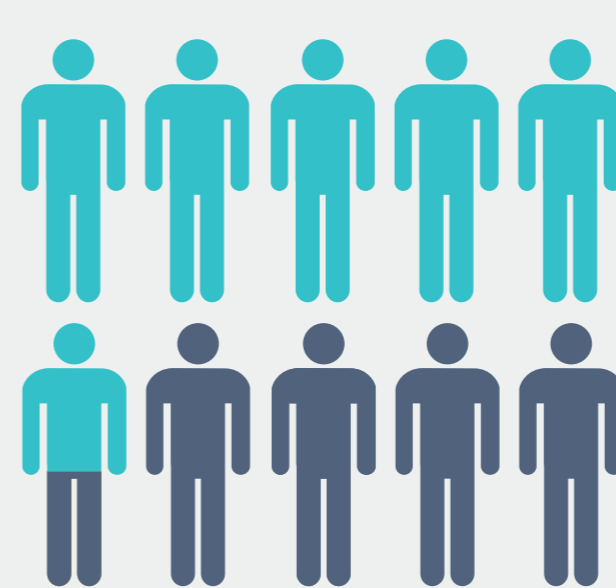
41%

are not satisfied with the quality and service they receive from their legacy customer data provider

Customer Data is Essential for Digital Transformation

57%

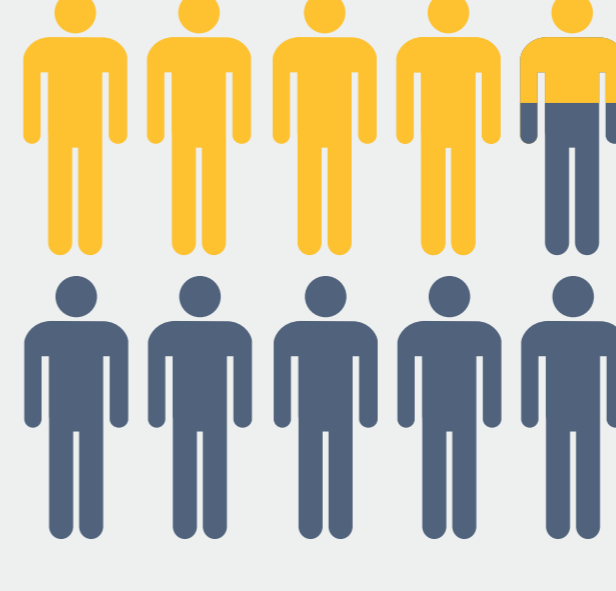
believe their organization has the right customer data foundation to fully support digital transformation



Drops to

43%

when they don't have efficient data governance

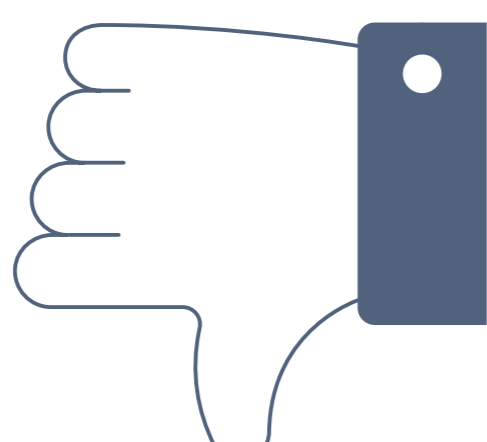


Without a strong data governance across the organization, life sciences cannot have the right data foundation to support digital engagement initiatives.

Philippe Houben, Global Head of Data Excellence at Boehringer Ingelheim

The Importance of Data Integration

Companies are **NOT** extremely satisfied with their customer reference data's ability to:



DISSATISFACTION WITH CUSTOMER DATA ACCESS AND USABILITY

84%

Get quick access to customer data

87%

Have real-time access to new HCP profiles

92%

Improve CRM user experience and adoption

We need to be able to give our field force access to real-time data, to help them be efficient and react quickly to changes in customer data or territory updates.

Renaud Sermondade, Former VP Global Head of Insights & Analytics at Sanofi

What Direction is the Industry Taking?

78%

are undertaking or planning a customer data enhancement initiative

Main Goals of the Initiatives

360°

Gain a 360-degree view of customers (77%)



Improve data access and sales force effectiveness (77%)



Improve data quality for accurate reporting and analytics (71%)

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