



# How to operationalize your Multichannel Strategy with MCCP (MultiChannel Cycle Plans)

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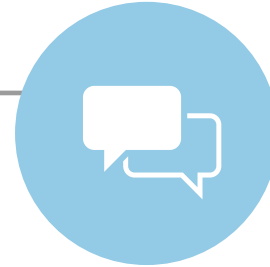
# Webinar Housekeeping



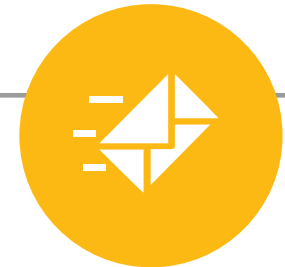
Microphone will be muted throughout the session



Please use the Q&A function to ask questions



Questions will be answered at the end of the session



You will receive the presentation & recording of this session through email

Thanks for being with us today!



# What will you learn?

In the context of the Digital acceleration, learn how to empower your field force to be more effective in understanding and applying your Multichannel Strategy



# Agenda

**1** Industry Trends

**2** Multichannel Strategy First

**3** How to Operationalize your Multichannel Strategy

**4** Demo

**5** Key Success Factors

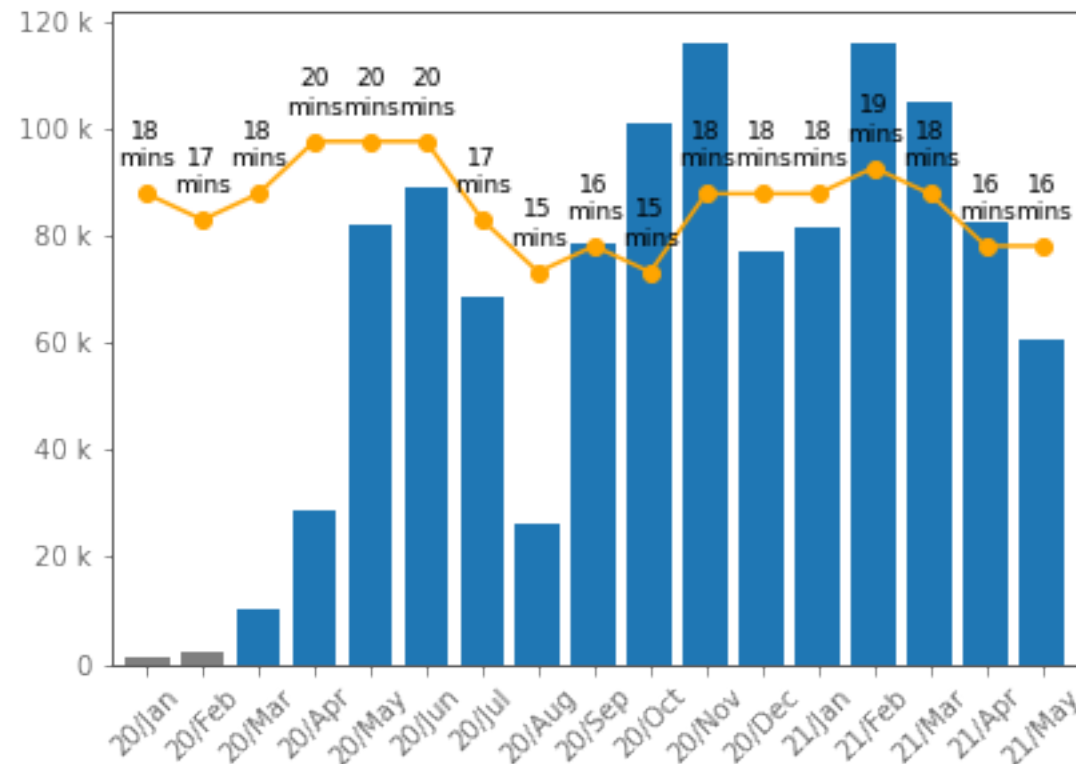
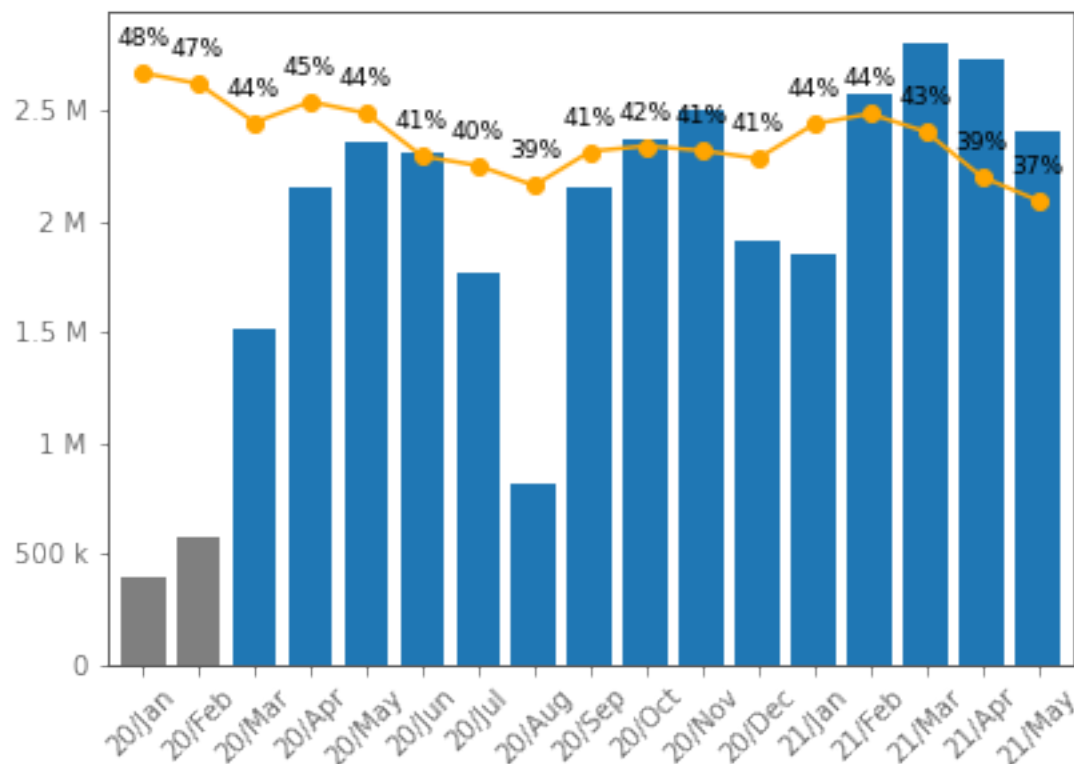
**6** Customer Success Story

**7** Key Takeaways & Q&A

# Industry Trends



# EU - Acceleration of Life Sciences Digital Engagements



**+587%** Approved Emails Sent



**41%** Avg. Open Rate



**+726%\*** Engage Meetings Started



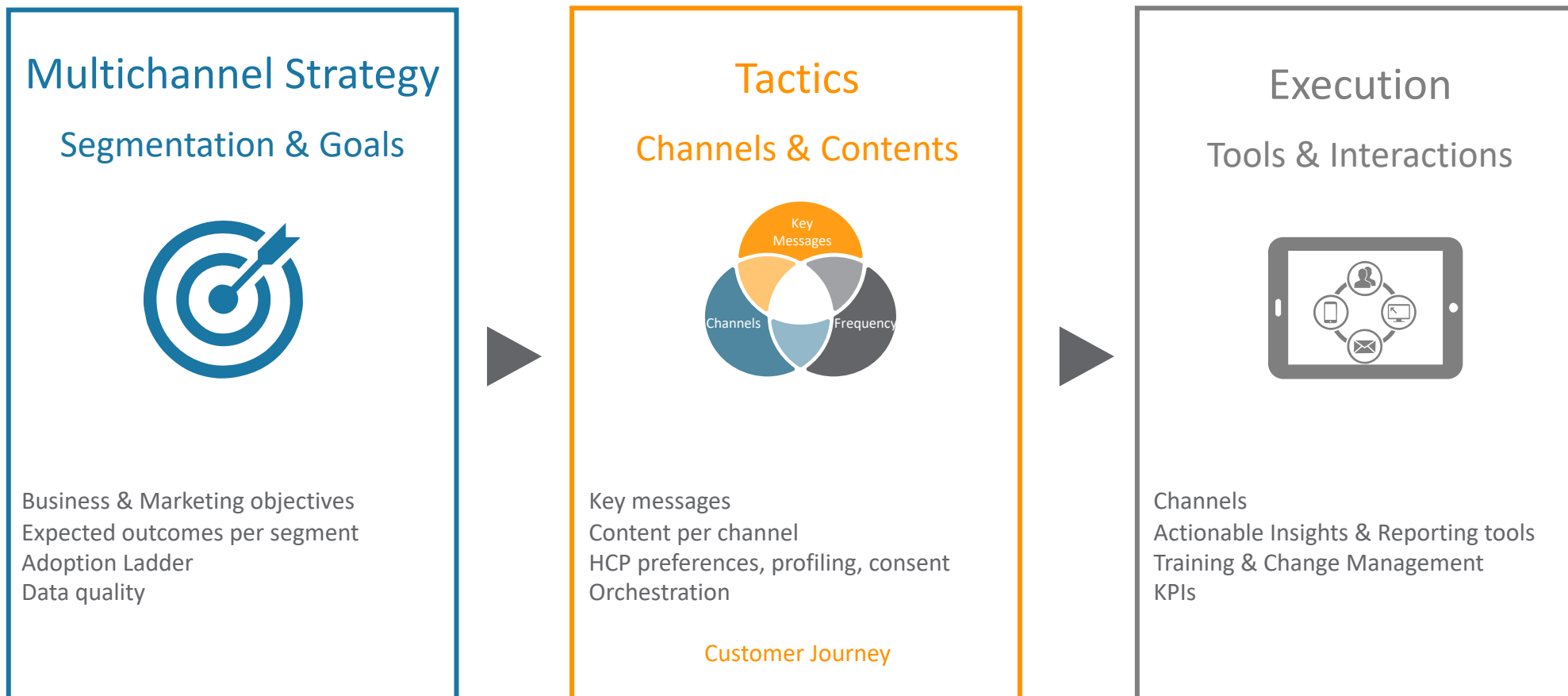
**18 min.** Avg. Meeting Duration

\*Engage Meetings March 2020 – May 2021 comparison

# Multichannel Strategy First



# Prerequisites for building your MCCP



The right message to the right HCP with the right channel at the right cadence



# Engagement via HCPs Preferred Channels

Fully integrated, seamless multichannel experience



Face to face with  
CLM

**Veeva** CLM



Rep delivered  
compliant emails

**V**CRM Approved Email



Remote calls

**Veeva** CRM Engage Meeting



Events/Hybrid  
Events

**V**CRM  
Events Management

# Which Channel for which Purpose?

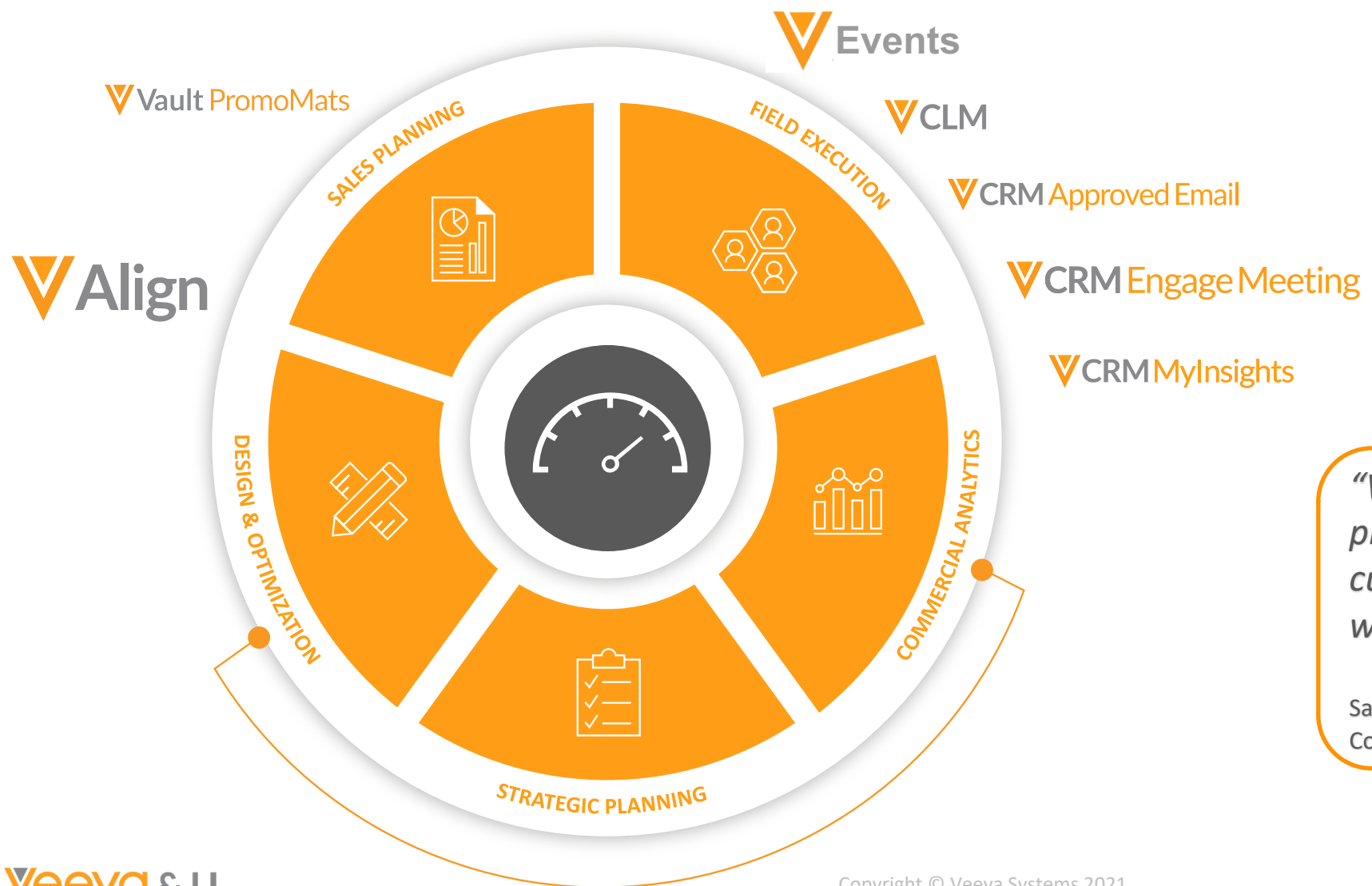
	Benefits	Use cases	Weight	Cost
Face to face	<ul style="list-style-type: none"> <li>Best to build relationship</li> <li>Stronger connections</li> <li>Better non-verbal understanding</li> <li>Easier to convince</li> </ul>	<ul style="list-style-type: none"> <li>Build new contacts</li> <li>Enhance existing relationships</li> <li>Investment in key targets and KOL</li> <li>Focus on conviction or problem solving</li> </ul>	1	+++
Rep Email	<ul style="list-style-type: none"> <li>Extend the dialog</li> <li>Personalized &amp; compliant</li> <li>Ensure a seamless customer journey</li> <li>Increase reach (open rate &gt; 10x/mass email)</li> </ul>	<ul style="list-style-type: none"> <li>Follow up</li> <li>Deliver detailed information</li> <li>Invite to virtual meetings, events or web portals</li> <li>Capture Information</li> </ul>	0.25 to 0.5	+
Remote call	<ul style="list-style-type: none"> <li>Increase Access and reach</li> <li>Flexibility to adapt to HCP's agenda</li> <li>More time with HCP</li> <li>Topic and content driven</li> <li>Built-in compliance</li> </ul>	<ul style="list-style-type: none"> <li>Adapt to HCP's preferences</li> <li>Bring value with services</li> <li>Meet HCP's needs for new content</li> <li>Cover large territories and targets</li> <li>Be ready to face extreme situations</li> </ul>	0.8 to 1.2	++
Events	<ul style="list-style-type: none"> <li>Share high quality expert content</li> <li>Share industry &amp; product updates with a large group</li> <li>Networking opportunity for HCPs with their peers</li> <li>Information exchange within a compliant setting</li> <li>High added-value touchpoint</li> </ul>	<ul style="list-style-type: none"> <li>Develop relationships with HCPs</li> <li>Facilitate peer to peer exchange</li> <li>Deliver expert content</li> <li>Extend reach</li> </ul>	1 to 1.5	+ /++++

# How to Operationalize your Multichannel Strategy





# Create, Own, Execute your Multichannel Sales Strategy



*“With multichannel cycle planning we can reach our customers on the channels where they are.”*

Sales Director, medium sized Life-Sciences Company

# Demo

# Key Success Factors



# Key Success Factors



## Project Strategy

Plan  
Field compensation  
Channels  
Pilot



## People

The right people at the  
right time  
Champions



## Change Management

Communicate  
Promote  
Involve  
Train



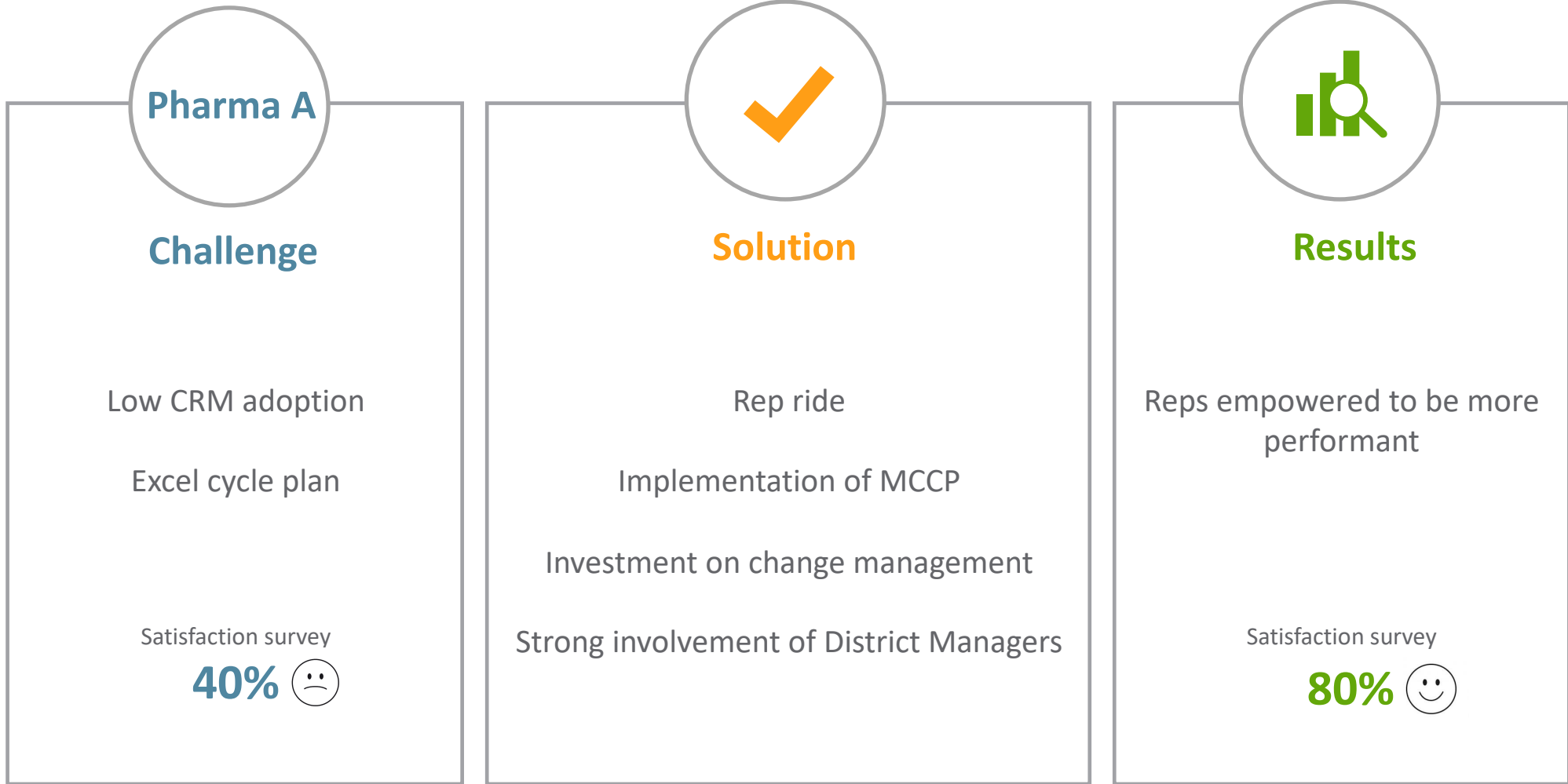
# Focus on Change Management

- ✓ Ensure the field understands the Multichannel Strategy
- ✓ Build a communication plan coming from the Top Management team
- ✓ Involve the field force from the beginning, involve the District Managers
- ✓ Include the Multichannel Strategy into the MCCP training
- ✓ Promote the “What’s In It for Me” - WIIFM
- ✓ Prepare your administrators
- ✓ Plan the training follow-up

# Customer Success Story



# Success Story - Increase Adoption, Demonstrate Value



# Key Takeaways





# Key Takeaways

- 1. What are the benefits of MCCP?
  - Enables Reps to view real time progress against their objectives
  - Helps Reps take the best next action
  - Encourages Reps to embrace the company Multichannel Strategy
  - Allows Reps & Managers to review performance against plan anytime
  - Improve customer perception and brand experience
  - Better targeting, more relevant content for your customers
- 2. What are the key success factors of MCCP implementation?
  - Build your Multichannel strategy first
  - Invest on change management
  - Have a project strategy in place
  - Own your MCCP

Contact your Veeva Customer Success Manager or your Account Executive for more information on MCCP

Veeva & U

Thank you