

From Service as an Afterthought to Agentic Service for HCPs

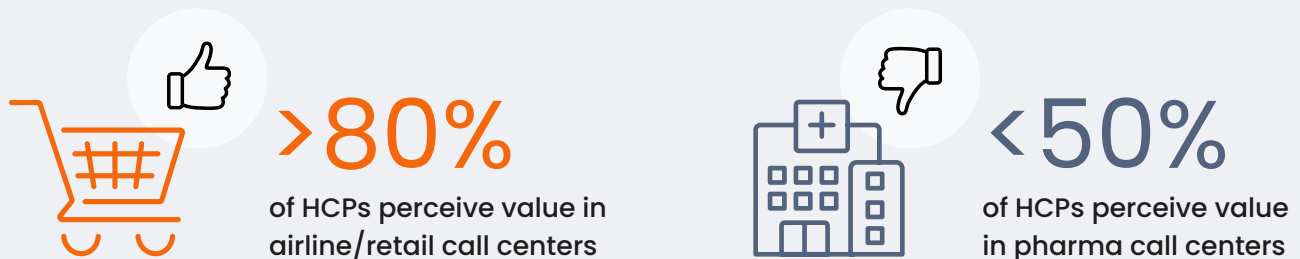


At home, a healthcare professional (HCP) who contacts a consumer call center expects, and receives, great service, finding value in 80% of interactions. Resolving an issue with a retail order is nearly seamless.

But the moment that HCP steps into the clinic, puts on a white coat, and reaches out to a biopharma service center, the experience changes drastically. Perceived value drops below 50%. Instead of swift answers, HCPs face limited operating hours, long hold times during tight clinical windows, and agents who have zero context regarding recent conversations with their local field rep.

This creates a barrier between a doctor, a medicine, and a patient: An HCP's outreach to your service center often stems from an urgent need for information on behalf of a patient.

The customer service opportunity



Sources: ACSI Retail and Consumer Shipping Study 2026, ACSI Travel Study 2026, and Veeva Periscope Survey 2025

Legacy tools perpetuate a service shortfall

Your service professionals are dedicated to helping HCPs in need and delivering a great experience during every interaction. But the legacy tools and infrastructure they work with are falling short, perpetuating this shortfall in service compared with other industries.

Customer service teams often work in a standalone service system independent of the CRM, preventing transparency of past interactions and creating a fragmented experience for the HCP. Moreover, service teams hop in and out of multiple systems to resolve issues for customers, delaying critical responses and frustrating HCPs. This materializes into low perceived value of biopharma call centers, despite the engaged services professionals working there.

It's time to make customer service core to customer engagement

Safely bringing complex therapies to market faster and educating your customers about them requires an evolved service model **positioning service as a core part of the customer journey**, not an afterthought. Likewise, pushing your teams beyond capacity by maintaining fragmented, legacy technology outside of the CRM creates significant business risk.

Agentic AI is poised to bridge this gap in service, but requires critical prerequisites: defragmented data systems, connected communication channels, and clear cross-functional visibility. Making these operational improvements and transitioning to an agentic service model will allow biopharma to overcome the bottlenecks that frustrate service teams, inconvenience HCPs, and ultimately delay patient treatment.

[Veeva Vault CRM Service Center](#), an industry-specific application that enables inbound and outbound cross-channel engagement, is embedded in [Vault CRM Suite](#) to serve as a unified platform for customer service and inside sales, delivering seamless omnichannel engagement and data capture. These applications use agents built on [the Vault AI Platform](#) and, together, make customer service core to overall customer engagement.

Service agents and field teams share full cross-functional visibility into the HCP's current status and past interactions. The field representative seamlessly continues the conversation exactly where the service team left off, without missing a beat, providing a superior, uninterrupted experience that builds trust and accelerates patient care.

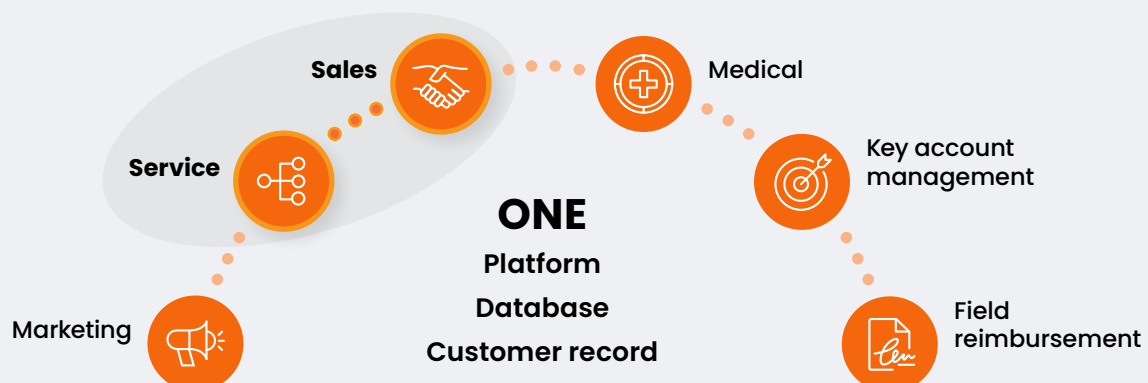
The result is improved productivity and commercial agility to deliver medicines to more patients in need.



By unifying all service engagement data and sales output data within Vault CRM and Service Center, we gain the transformative ability to precisely link interaction choices to sales impact, fundamentally optimizing how we engage every physician.

CEO of a technology-enabled biopharma services company

Customer service as a core channel gives HCPs a single, trusted partner



Compounding pressures are accelerating the agentic shift

Beyond the need to bring services to the core engagement, there is growing urgency to shift to agentic service to address compounding internal and external pressures:

Trend name	Unprecedented number of product launches 	More specialized and niche treatments 	Continued robust compliance 
Trend description	Accelerated R&D and expedited regulatory pathways will bring more products to market faster	Upcoming launches focus on more complex and niche treatments	Continued assurance of a culture of compliance will remain a key priority for the industry
Impact on customer service	More, newer products will lead to higher inquiry volumes as HCPs get familiar with the new treatment options	Higher volume of inquiries for more nuanced information	More inquiries about increasingly complex topics demands more thorough compliance processes

Combined, these three trends will lead to higher volumes of more complex inquiries that will be harder for customer service teams to handle. However, biopharma can't simply scale customer service operations using legacy technology. The customer service function must transform, embracing AI and other technology advances to keep pace with the new demands.

How agentic service relates to the new Agentic Commercial™ model

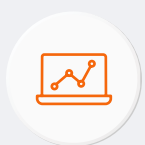
Agentic service handles high-volume, complex inquiries from both human stakeholders and AI systems. As an integral part of the Agentic Commercial model, it orchestrates the four pillars—digital, agents, the field force, and content—to power continuous service dialogues. Agentic service enables 24/7 **AI concierges** to resolve inquiries autonomously alongside human ‘system pilots.’ When a nuanced clinical exception arises, the system executes a seamless contextual handoff to the field force, ensuring the company presents itself as a single, trusted partner.

Agentic service is part of the new **Agentic Commercial** model. Agentic Commercial leverages AI to get the right medicines to more patients using four pillars (sidebar). **Commercial Evidence™** is the real-world context these teams generate by compliantly capturing the critical details of field and digital interactions, which in the past typically went unrecorded. The agentic AI in **Veeva Commercial Cloud** taps into unstructured field free text, voice notes, and conversational digital queries to reveal the exact intent signals, content gaps, and therapeutic barriers HCPs and patients face.

Crucially, customer service acts as a vital channel for capturing Commercial Evidence. As HCPs reach out via phone, secure chat, or email, every interaction generates actionable intelligence. In fact, **65% of agentic call reports** capture specific treatment barriers. By incorporating customer service into this unified data layer, biopharma companies uncover deeper insights into localized friction, allowing them to solve patient access hurdles faster.

The four pillars of Agentic Commercial

Four components of the Agentic Commercial model work together, harmonizing engagement for HCPs who experience the brand, and the human and AI agents representing it, as a single, trusted partner:



Digital

Non-personal digital promotion expands beyond Google searches and static brand websites. The proliferation of consumer digital channels (e.g., ChatGPT, Claude, and Gemini) and healthcare-specific platforms such as OpenEvidence prompts brands to adapt how they measure, optimize, and coordinate digital budgets.



Agents

Compliant, self-service agents are an entirely new communication channel. Agents conduct two-way interactions with HCPs and patients, answering complex questions, unconstrained by corporate staffing levels or standard business hours. When human touch is required, handoffs to the field force are seamless and include the full conversational history.



The field force

Field force composition and execution will shift as basic product information becomes easily accessible through digital and agentic channels. The industry will see an increased demand for highly trained clinical specialists, medical science liaisons, and key account managers.



Content

Because no component of Agentic Commercial can succeed if content is bottlenecked, digital assets will move through the content lifecycle faster while remaining compliant. The addition of agentic AI in medical, legal, and regulatory (MLR) review is demonstrating that a massive bottleneck isn't inevitable.

Service evolves with Agentic Commercial engagement

Regardless of how AI advancements change service delivery modes, the channel will remain as a core component of customer engagement. Continuous, omnichannel dialogue will still be required to support HCPs and patients whenever and wherever they need it.

The goal for service leaders today is to move teams and technologies past siloed, transactional, and manual ticketing to an expedited and integrated dialogue embedded directly into the broader commercial ecosystem.

While there is no linear path to achieve agentic service, a unified platform and data for commercial teams with industry-specific AI is required. With this in place, you can begin assessing what is needed to prepare your teams and technology to adapt to agentic service with urgency.

Strategic repositioning prepares service for a digital-first customer

Transitioning service teams to agentic service is not merely a technological upgrade to AI; it is a strategic shift in how your company interacts with a digital-first HCP community. Customers have more entry points to healthcare information and higher expectations than ever before. Obesity medications have brought digital-first engagement to the forefront, with personalized brands including Ro, Hims & Hers, and Amazon and Walmart pharmacies.

Today, stakeholders include not only HCPs and patients, but also 'AI doctors' and AI models (sidebar), the large language models (LLMs) and digital assistants that patients and practitioners increasingly use for decision support.

AI doctors: Better information access, more medicines to patients faster

AI doctors will be self-sustaining systems that collaborate with other AI and humans:



Continuous 24/7
availability to reduce
friction points for patients



Unified ingestion of diverse
data sources (biopharma
research, clinical registries,
and real-time data) to
provide fast, accurate
information and diagnoses



High-accuracy
prescription-writing within
strict safety guardrails
and monitoring systems to
prevent abuse (evidenced by
pilot tests in Utah, U.S.)

An agentic service approach ensures that no request goes unanswered, whether it came from a human doctor, AI doctor, or an AI model/LLM. AI agents function as a new class of knowledge worker, using reasoning models to execute complex tasks. As a result, human agents shift from 'case collectors' to 'system pilots,' focusing on quality assurance and managing the exceptions that require deep empathy or nuanced clinical judgment.

This model prepares service centers for **hybrid intelligence**: a future where your system provides validated data directly to the HCP's own digital assistant in real-time — an AI-to-AI interaction that ensures clinical accuracy at scale. It also drives the eventual evolution to 'AI concierges' that will attend to your customers throughout their journeys.

While the enterprise technology industry often refers to autonomous AI case handling as 'autonomous customer service' or 'virtual customer assistants' (VCAs), biopharma requires an elevated approach. The AI concierge represents the evolution of these underlying AI agents into a continuous, peer-level partner tailored to the complex clinical, regulatory, and access needs of HCPs.

Agentic capabilities to streamline the customer service workflow

Agentic tools are already streamlining workflows in customer service, including [AI-powered media search](#) to help service professionals locate, summarize, and launch content for proactive planning and instant support during customer interactions. Many more agentic capabilities will soon be embedded into service workflows to augment human service professionals in delivering high-value service.

Customers gain an AI concierge for their inquiries

In the agentic service model, the future points toward an AI concierge for HCPs requesting service from life sciences companies. The AI concierge provides peer-to-peer level conversations, available at any time through any channel. It retains the complete customer history for an HCP and addresses direct questions through an **ongoing dialogue and bespoke generative content**.

When a human expert is required, the AI concierge transitions the conversation to a human representative, including all pertinent history and current circumstances, providing the full context for first-class customer service. "I envision AI monitoring engagement levels during video calls and triggering an on-the-spot alert to the rep to ask a question to re-engage the customer, and we can use these insights at the corporate level to adjust our messaging or our HCP engagement approach," says the CEO of a technology-enabled biopharma services company.



I envision AI monitoring engagement levels during video calls and triggering an on-the-spot alert to the rep to ask a question to re-engage the customer, and we can use these insights at the corporate level to adjust our messaging or our HCP engagement approach.

**CEO of a technology-enabled
biopharma services company**

Core principles of agentic service

Agentic Commercial service offers a significant improvement of customer experience when guided by three core principles:

Continuous dialogue Shift from fragmented, transactional 'tickets' to an ongoing dialogue between customers and service across functions and channels.	Augmented workforce AI agents support human teams in serving an increasing volume of inquiries with more specialized requests from different models.	Streamlined, omnichannel service Create a consistent experience that feels intuitive to the HCP regardless of whether they engage via text, voice, or web.
--	--	--

Operational evolution: Move from transactional to collaborative

Agentic service will drive fundamental changes across daily operations, moving the focus from manual data entry to high-level system oversight.

Evolution of service in life sciences

TOPICS 	Information retrieval Human agents provide manual, reactive responses to inquiries from customers	Trusted relationship AI agents provide tailored, data-driven insights that elevate the value of every interaction
ENGAGEMENT MODEL 	Transaction-led conversations Interactions focus on a specific ask, limited by human availability and business hours	Continuous dialogue An AI concierge persona provides 24/7 expert-level conversations that scale with HCP needs
CONTENT 	Static and generic Communication relies on standard, pre-approved assets designed for a broad audience	Bespoke and generative Personalized, compliant content on demand from core assets and data, led by AI and supervised by humans
CHANNELS 	Fragmented omnichannel Teams manage email, phone, and face-to-face interactions in silos	Multichannel A consistent persona follows the HCP across channels (SMS, voice, web) with full context
NATURE OF WORK 	Transactional Manual data-entry tasks consume the majority of a human agent's time	Orchestration Human service 'leads' focus on high-level supervision and AI system-tuning

Agentic service requirements

Delivering effective Agentic Commercial service and AI concierge capabilities requires three foundational infrastructure pillars. While organizations may have already initiated work on one or more of these individual components, full implementation will require sustained development over the coming months and years:

Unified, native data

AI models are only effective when they have frictionless access to unified data native to the CRM. This allows both human and AI agents to act on a customer's full history with complete context.

Compliant bespoke content

Maintaining a consistent AI concierge requires the ability to generate compliant-by-default content tailored for specific channels. This isn't possible with static, holistic assets. Rather, structured, granular, and pre-approved component-based inputs are essential for real-time personalization.

Agentic workflows with humans in the loop

Success depends on balancing efficiency with a human-in-the-loop design. Clear handoff parameters ensure a human specialist takes over during high-empathy (sensitive needs), high-complexity (reasoning limits), or high-risk (clinical verification) interactions.

The path forward

The transition to agentic service is a calculated decision to unify data, refine AI protocols, and prepare teams for reimagined roles as you shift the line of automation. The starting point is the infrastructure you implement today and the steps you take now to thoroughly prepare service and sales teams for Agentic Commercial and the ability to collect [Commercial Evidence](#).

Veeva Vault CRM Service Center delivers that exact foundation, unifying human and AI agents within Vault CRM to transform customer service and inside sales into a core, personalized engine for high-value HCP engagement.

View a demo of Vault CRM [Service Center](#) and learn more about [Commercial Evidence](#) and Agentic Commercial.



ABOUT US

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest biopharma companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves.

For more information, visit www.veeva.com/eu