



VEEVA SUCCESS STORY

Veeva CRM Proves a Big Draw for Clients of Publicis Touchpoint Solutions

THE CUSTOMER

Publicis Touchpoint Solutions provides life sciences companies with integrated, comprehensive multichannel message delivery solutions – offering field sales and service, live video detailing, inside sales and service, clinical health educators, medical science liaisons and inside healthcare-credentialed representatives – to reach their customers with the right message, at the right time and through the right channels for maximum impact. All channels are backed by a suite of powerful support solutions, including recruiting, training, performance management, operations, data/analytics and compliance.

An important part of Touchpoint's solutions also includes the necessary technology tools to empower its various sales teams.

THE CHALLENGE


About six years ago, Touchpoint's managed markets group (previously Publicis Selling Solutions) searched for an efficient sales support system that would be capable of handling its unique needs. Even with massive customization, existing systems were not flexible enough to cater to the atypical demands of managed markets, an area of life sciences that does not readily map to the traditional pharmaceutical sales process. Instead, to reach their goals, Touchpoint had to piece together multiple tools, none of which were integrated. When Veeva CRM – with its built-in managed markets functionality – launched, Touchpoint realized the value and quickly became Veeva's first non-sampling customer.

A few months later, other Touchpoint groups began to feel the growing pains of their aging client/server sales force automation systems. For example, every time administrators needed to make a system change to better accommodate a new customer or federal regulation, IT had to call the software vendor ... and wait ... and wait ... and wait. Adding to the frustration, training new users on a complicated client/server SFA system took too long, and the number of troublesome call tickets was high. Maintaining the system had become much too costly – both in terms of real

“Clients are excited that we use Veeva CRM. It's clearly one of their criteria.”

-Anisa Khan

Director, Sales Force Automation



dollars and the toll it took on customer service. The company needed an updated, easy-to-use CRM system that offered functional flexibility for its customers.

“We were wasting money on maintenance and inefficient sales processes. Even more important, we wanted to offer our customers a higher level of support that would meet their specific needs. We needed a system change in order to remain competitive,” said Rick Keefer, president and CEO of Publicis Touchpoint Solutions.

THE SEARCH

Fortunately, Touchpoint didn’t have to look too far to find what it wanted in a CRM system. Its managed markets group gave glowing recommendations for Veeva CRM, reporting an average increase in sales force productivity of over 30%. Even so, the company conducted a thorough search for the right CRM solution, reviewing six leading systems. In the end, Veeva CRM’s flexible multitenant cloud architecture appealed to Touchpoint, knowing that it would enable sales teams to remain agile in a challenging business environment. Executives believed this flexibility would also appeal to its customers, many of which are top 10 pharmaceutical companies.

It turns out, they were right.

“With its proven platform, we knew that the reliability was already there,” added Keefer. “And cloud-based Veeva is highly configurable without extra expenses, so it can be easily adapted for many, many clients. It was clear that Veeva was on the leading edge and we were excited to get in early while it was hot. Veeva CRM is definitely a competitive advantage for Touchpoint. It’s a great selling factor and a good value-add for our clients.”

THE SOLUTION

Today, nearly 700 Touchpoint users are live on Veeva CRM, with the largest user group from a Top 10 global pharmaceutical company. According to Touchpoint, Veeva CRM can be deployed for each new client in just 4 weeks – and sometimes less.

“With its powerful cloud model, Veeva CRM is the next-generation CRM solution,” said Anisa Khan, director of sales force automation at Publicis Touchpoint Solutions. “We love the fact that we don’t have to always go back to the vendor to make changes or update the system. It is also incredibly easy to configure – providing complete flexibility – so we can make changes on a dime rather than having to wait 6, 9 or even 12 months for a simple field change.”

Khan continued, “Also with each new release, we benefit from great new functionality, so we are always getting more without paying more. Veeva is ahead of its time.”

For no additional charge, Veeva automatically provides seamless upgrades of Veeva CRM to all of its users around the globe as often as every 120 days. Each release includes new features and enhanced functionality based on feedback from customers. In contrast, upgrades for client/server systems can require 12 months or more and cost hundreds of thousands of dollars. Thanks to Veeva’s cloud-based technology, this powerful advantage provides an enormous benefit to life sciences companies that need to constantly make changes to accommodate changing regulations and volatile business dynamics.

To further strengthen its sales process, Touchpoint utilized Veeva integration partner ZS Associates’ call planning application, Javelin®. “The addition of ZS Associates’ call planning functionality neatly tucked within the Veeva CRM user interface provides instant access to an integral step in team collaboration and greatly expands the overall usage of our CRM system,” said Khan.

ABOUT VEEVA CRM

Veeva CRM is the only cloud-based CRM solution designed specifically for the global life sciences industry. The complete suite delivers rich functionality that supports the unique needs of multiple commercial teams in a single solution. Veeva CRM empowers customers with anytime, anywhere access and advanced reporting capabilities needed to improve user adoption and sales effectiveness, while reducing cost and complexity. Also part of Veeva CRM, iRep has quickly become the industry's choice for comprehensive CRM and closed loop marketing on the iPad with the largest installed base worldwide.

"Back-end credentialing passes user information (such as territory) to the ZS application for a seamless end user experience with just a single sign-on," added Khan.

Touchpoint is also leveraging Veeva CRM's anytime, anywhere mobility. "Most of our clients use Veeva CRM on mobile devices so that all data is ready and available to them anywhere – even without an internet connection. They can look at script history, call notes and other data to do pre-call planning on the road," said Khan. Touchpoint is also trialing iRep, the Veeva CRM solution designed to leverage the strengths of the Apple iPad, with some of its largest clients.

"I like that Veeva remains cutting edge by having a powerful iPad application in the market. At Touchpoint, we work hard to stay at the forefront for our customers, and having Veeva as a partner helps us achieve that with confidence," added CEO Rick Keefer.

In addition to its mobility innovation, Veeva CRM has dramatically improved usability – an advantage especially important to an outsourced message delivery provider. "Because we need to get new clients up and running on the CRM system so quickly, we wanted a system that would be extremely intuitive. Veeva CRM is so simple to use that we can fully train new users in two or three hours in contrast to the days of complicated training with previous systems. It's easy and it works – so of course, users absolutely love Veeva CRM. To be honest, there's nothing not to love about it," concluded Khan.

THE RESULTS

Today, many of Touchpoint's clients are asking for Veeva CRM by name, with some clients rolling out Veeva CRM to their own sales organizations after the contract has been fulfilled. In fact, some of Touchpoint's clients have shared comments made by physicians who have noticed the positive impact of Veeva CRM on service. Additionally, Veeva CRM delivers the following powerful benefits to Publicis Touchpoint Solutions and its clients:

- Single sign-on through integration with ZS Associates call planning application
- Easy, intuitive interface to minimize training and maximize time spent with physician customers
- Mobility to provide reps with the ability to do pre-call planning from the road
- Flexibility and simple configuration to get new clients up and running quickly
- Quick scalability to seamlessly handle the ebbs and flows of various client needs ▼