



## Online Customer Engagement. Anytime. Anywhere. Any Device.



Life sciences companies are making a significant investment in reaching out to customers over the web through brand websites, professional portals, and via sponsorship on third party websites. And for good reason. Research shows that physicians prefer digital access to information that is relevant and available anytime within their channel of choice. However, many of the current approaches are inefficient, one-off deployments and are only loosely coupled with the company's CRM system. These limitations result in digital interactions that do not leverage the rich customer profiles and histories life sciences companies work so hard to create. This makes digital channels appear impersonal and less meaningful. Today, new technology makes it easy to personalize and coordinate interactions across channels, while capturing insights to provide a continuously improving customer experience.

**A life sciences-specific, cloud-based platform for interacting with customers online.**

### Enabling Multichannel Customer Engagement

Veeva's multichannel CRM platform empowers life sciences companies to manage customer engagement across channels, such as face-to-face, mobile, email, phone, and the web. It is now possible to deliver approved and personalized digital content, based on your complete understanding of each customer in Veeva CRM. Integrated channels ensure the relevance and consistency of messages, regardless of channel. For instance, field reps can extend face-to-face interactions beyond the physician's office, directing HCPs to sites containing related content, such as clinical documents and videos. They can also provide physicians valuable services online, like the ability to chat live with a medical expert or schedule an office visit from a rep as needed.

### Ensuring Content Reusability and Consistency

Creating relevant content is only the first step to driving a successful multichannel strategy. For a great customer experience, content must remain constantly up-to-date and evolve based on your customers' needs. HCPs do not tend to return to sites with stale and static information. The regulatory environment of life sciences and the cost of content creation, however, have made it challenging for companies to deliver consistent and frequent updates across channels. Veeva provides a single, global content management system for content creation and distribution. And since Veeva has standardized the technical specifications for content across channels, such as closed loop marketing (CLM), email, and web, you can reuse content created for one channel within another. Leveraging standardized content in multiple channels helps you save time and reduce expenses, while ensuring consistency.

**As Engage is seamlessly connected with Veeva CRM, it delivers the right mix of rich multimedia content based on existing customer segmentation and tracks responses back in CRM.**

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## Integrated Online Channel for Multichannel CRM

Veeva CRM Engage is a life sciences-specific, cloud-based platform for interacting with customers online. Engage is part of Veeva's Commercial Cloud of applications, enabling life sciences companies to improve customer engagement by providing interactive content and services that HCPs can access anytime, anywhere, and on any device. Veeva CRM contains rich customer information and interaction history across all channels. As Engage is seamlessly connected with Veeva CRM, it delivers the right mix of rich multimedia content based on existing customer segmentation and tracks responses back in CRM, closing the loop. Engage also interoperates perfectly with Veeva CRM Approved Email, Veeva's compliant email solution, allowing users to send links to Engage content through personal and regulated emails. Customers can now access the content at their convenience on the web or through mobile devices supporting iOS and Windows 8. Veeva's CLM capabilities support Engage content packaging and capture all online interactions with the content.

## Integrated Multichannel Content Repository

Engage leverages Veeva Vault PromoMats, a single repository for managing all the company's interactive content. Assets are managed from creation through approval and distribution, and are designed for reuse across multiple channels. With Engage, multichannel content distribution is easy and efficient. The system ensures access to only the latest, approved materials through all channels, with preview and testing capability before distribution. Engage content is deployed to a global web cache for high performance and responsiveness, delivering a true consumer web experience.

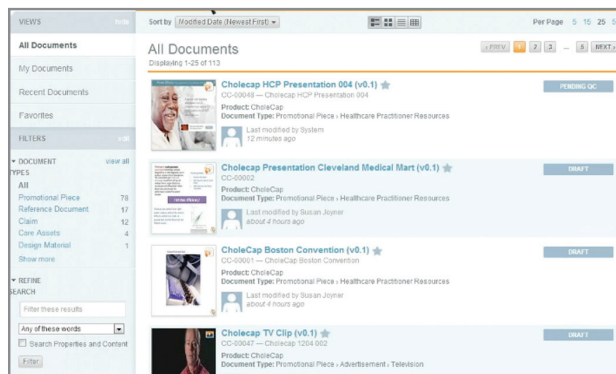


Figure 1: Multichannel content repository

## Interactive Media Viewer

Veeva CRM Engage offers a web standards compliant media viewer for all browsers. You can include this media viewer in multiple websites and push the latest content. Messaging, and investment in content, becomes more effective, as HCPs can now access relevant content through desktops, tablets, or mobile browsers with full support for HTML5, images, and videos.

## Complete Customer Insight

Understanding customer needs and behavior is key to marketing success. Learning what customers value and how they respond to messaging and services can help brand teams design better, more relevant materials. Companies can now optimize their promotional spend while creating a better customer experience. Because Engage is a part of Veeva's Commercial Cloud, rich customer insight is automatically captured from each interaction and seamlessly updated in Veeva CRM, in real-time. Veeva can track interactions of identified and anonymous customers for marketing analysis, allowing marketing and sales to respond to customer needs quickly and effectively.



Figure 2: Actionable insights

## Enterprise-class, in the Cloud

With sophisticated security, regulatory compliance, and flexible administrative controls, Veeva delivers an enterprise-class solution for rich multichannel customer engagement at scale. Engage is built to deliver consumer-level performance around the globe. Veeva's multitenant cloud architecture ensures that there are no servers to buy or maintain, no software upgrade projects, and dramatically reduced system validation costs. It also means that your system is always current and provides the latest capabilities. Like all Veeva products, Engage gets even better over time with enhancements and innovations delivered seamlessly, ensuring that your applications are constantly up-to-date and grow with your evolving needs.