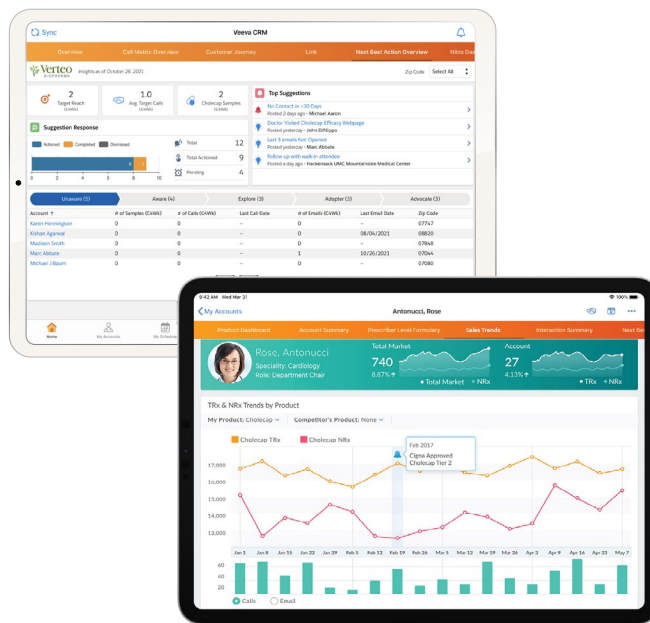# Veeva CRM MyInsights

Shape Veeva CRM to fit your teams.

Veeva CRM MyInsights enables a tailored CRM user experience that empowers your teams to make more data-driven decisions. It allows you to add custom screens, workflows, and app-like experiences inside Veeva CRM, built on specialized data for your business strategy.

With CRM MyInsights, your teams can access the insights and functionality they need for more impactful engagements—right at their fingertips.

Benefits of CRM MyInsights

- **Connected:** Enable your teams to make more data-driven decisions with robust connectors that bring various data sources into Veeva CRM.
- **Personalized:** Make your Veeva CRM org as unique as your business with an array of customization options.
- **Interactive:** Transform Veeva CRM into a productivity driver that helps your field focus on what matters most.

Implementing CRM MyInsights

Getting started with CRM MyInsights is simple. You can pick from a set of pre-designed screens or design your own. With CRM MyInsights Studio, custom screens are easy to build and don't require technical coding skills. For even more specialized design, you can choose from a diverse and expanding ecosystem of Veeva partners and service providers—or even develop your own with industry-standard HTML and JavaScript.

CRM MyInsights Studio

Craft your own CRM MyInsights screens without developer support. CRM MyInsights Studio makes it easy to create interactive screens optimized for your field team. Design, preview, edit, and deploy screens directly from the CRM MyInsights Studio web application so that your screens can quickly adapt to changes in your field strategy.
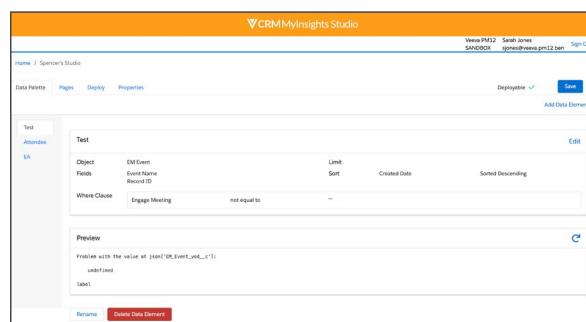
Out-of-the-Box Templates

Veeva now provides out-of-the-box templates which can be used, modified, and adopted to individual business use cases. This is the easiest way to get started with MyInsights Studio and its no-code platform.

These templates can be used without any modification at all to deliver valuable insights to field users - simply download the template and deploy to Veeva CRM. Or they can be expanded upon with unique data, business processes, and custom display elements.

Currently available templates are tailored for commercial users, but there are more in the pipeline.
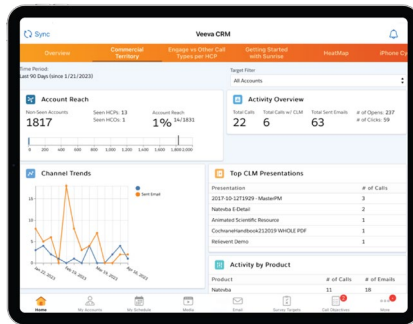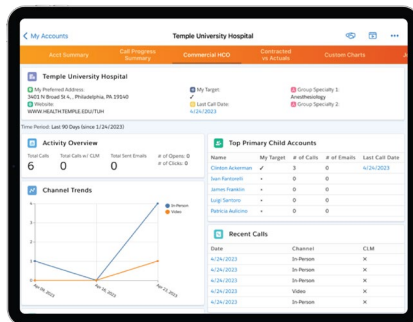

Commercial Territory Template

This template is based on what many commercial users want to know about their territory. Including information such as whether they are getting sufficient reach within their territory or targets and if they are balancing their efforts between brands appropriately.
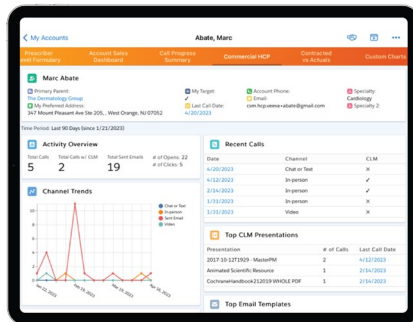
Commercial HCP Template

This template adds additional biographical fields and omits the section related to child accounts.

Commercial HCO Template

This template carries through many of the same answers from the territory to the HCO level. It shows the user's engagement with hospitals through a variety of lenses alongside typical account details.

CRM MyInsights Services

Certified developers can support highly specialized CRM MyInsights use cases. Veeva offers CRM MyInsights Services to assist in the entire build process, from business requirements gathering to screen design, development, and maintenance.