Veeva CRM
MyInsights

Actionable Insights to Drive Better Execution

As the life sciences industry continues to evolve, companies must develop deeper relationships and differentiate the customer experience. To succeed, field teams require access to the right information, when and where they need it.

Veeva CRM MyInsights is an innovative data visualization capability that provides tailored insights right in Veeva CRM. It gives you the freedom to visualize your data any way you want. It uses information directly from your CRM so your data is always current. Your field teams now get actionable insights at the point of planning and decision making, driving better execution.
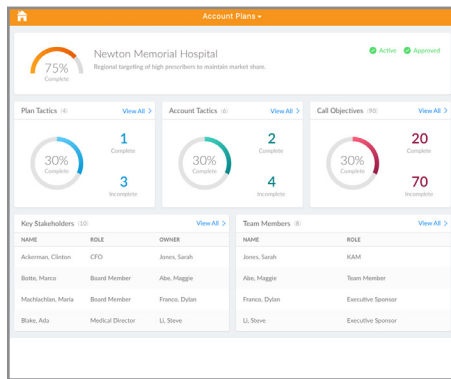
You have the flexibility to use existing CRM MyInsights dashboards or easily develop your own, optimized for each role and activity, using industry-standard HTML and JavaScript. In addition, you can leverage a diverse and expanding ecosystem of content, services, and technology partners to create additional pre-built and custom data visualizations.

Benefits

- **Actionable insights:** Information delivered directly in Veeva CRM for immediate execution.
- **Flexible:** View your data any way you want using open industry standards.
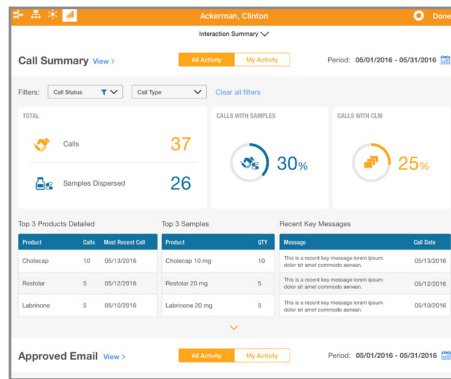- **Real-time:** User activity immediately updated for always current insights.

Data Visualization Dashboards Directly in Veeva CRM.

Empower your field teams with immediate visibility across their accounts, key stakeholders, and industry trends. A library of pre-existing dashboards surfaces always-current insights to enable smarter, more tailored engagement.
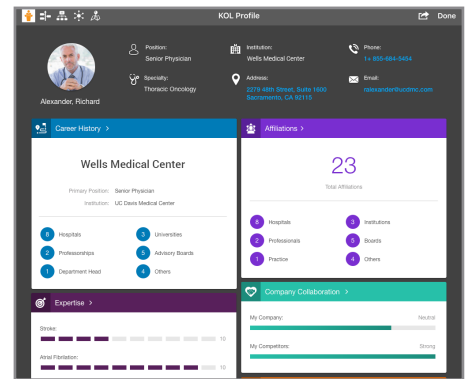

Account Plan

Simplify key account management with immediate insight into your account plan, progress against objectives, and important influencers.
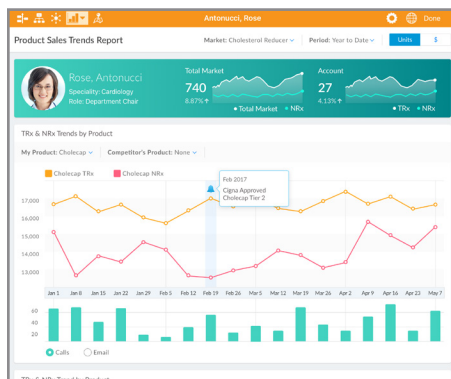

HCP Engagement

Easily tailor content and messaging with a detailed view of HCPs' preferences and multichannel activities.
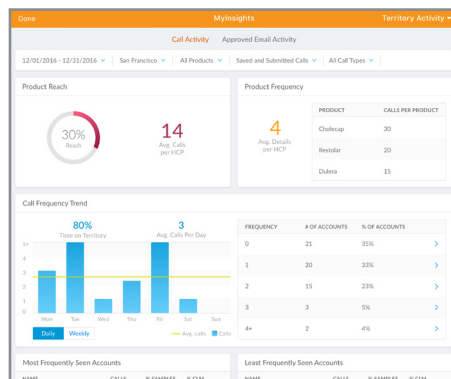

KOL Profile

Empower medical teams with a single view of key stakeholders' scientific leadership profile and history.
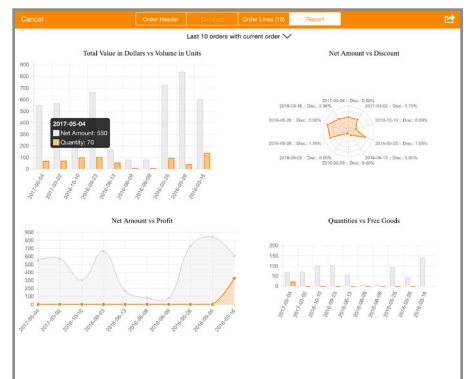

Sales Trends

Enable your field teams to benchmark call activity against the industry with product sales trends.

Territories

Gain a consolidated view of all important call activity, including reach and frequency metrics.

Order Management

Ensure your sales teams have access to immediate guidance against sales targets during order entry in Veeva CRM — in real-time, seamlessly integrated into the order flow.

About Veeva CRM

Veeva CRM is an advanced, multichannel solution for the life sciences industry, addressing the needs of the pharmaceutical, biotech, animal health, and consumer health markets. It offers pre-built functionality for field personnel of all types, including primary care and specialty care representatives, and managed markets account executives. Veeva offers the deep CRM capabilities needed for true multichannel engagement, enabling companies to orchestrate and tailor outreach across multiple channels and manage more complex customer relationships in a coordinated way.

Learn more at veeva.com | **925-452-6500** | **info@veeva.com**