

# Veeva 2020 North America Customer Reference Data Survey Report

The Veeva 2020 North America Customer Reference Data Survey examines the current state of customer reference data within life sciences across North America. It represents the experience and opinions of 234 life sciences professionals focused on customer data. The research aims to understand the priorities, drivers, barriers, and progress towards accurate, quality customer data, and its role in advancing the business.

## Executive Findings

**Findings show that customer reference data's impact and importance are more critical than ever for life sciences organizations to find and reach the right audience.**

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Most respondents (81%) see customer reference data as very important or essential to field force effectiveness. Three-quarters (75%) identify data as very important or essential for strategic business planning.

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Digital transformation continues to be a focus for commercial teams. Eighty-eight percent (88%) of field reps use digital channels to reach and engage HCPs.

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Data quality is more important now than ever. When asked to rank quality attributes, 88% of respondents included accuracy in their top three priorities. Other top-ranked priorities included visibility into relationships between healthcare professionals and healthcare organizations (57%) and recency and frequency of data updates (56%).

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Quality customer reference data has a significant impact on field user experience, with 78% of respondents reporting that it has a moderate or major impact on field rep compliance with CRM.

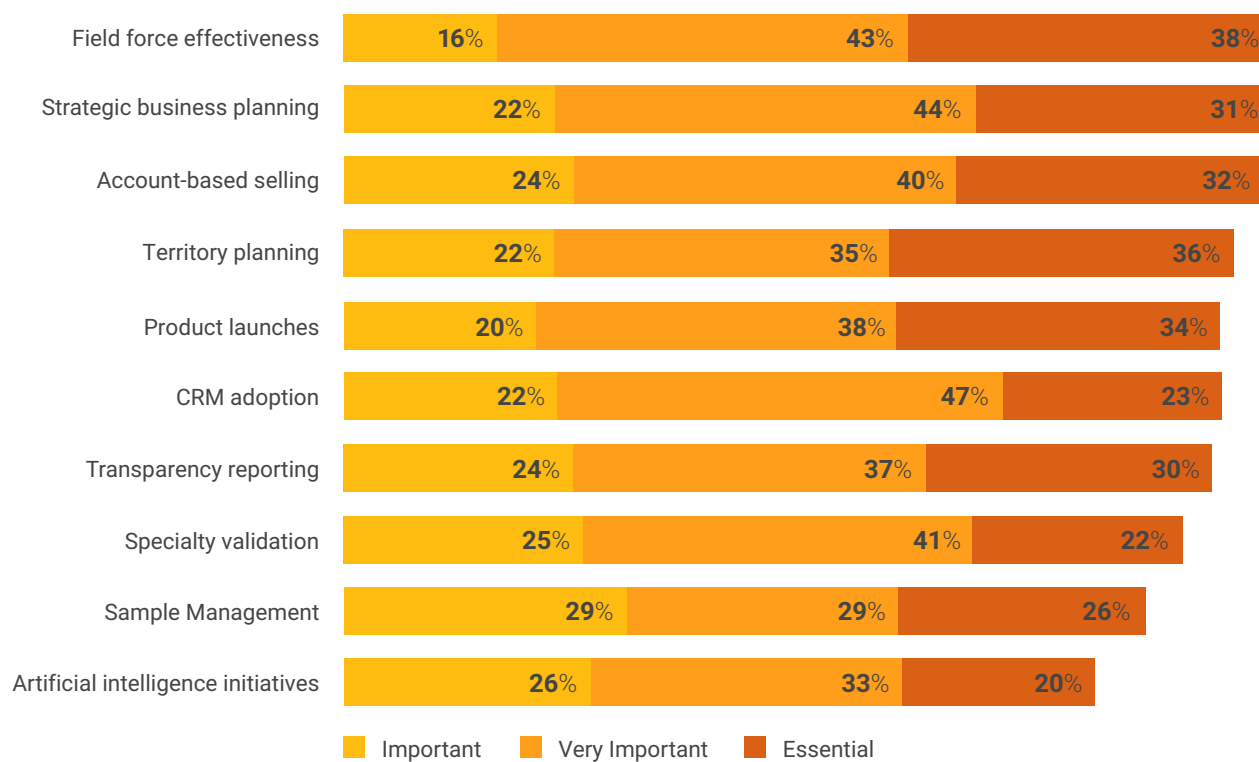
## The Rising Importance of Customer Reference Data

### Customer Reference Data is Essential Across Commercial Operations

When asked about the importance of customer reference data, nearly all those surveyed (97%) indicated that customer data was essential, very important, or important for field force effectiveness and strategic business planning. Ninety-six percent (96%) of respondents said the same about data for account-based selling, 93% for territory planning, and 92% for product launches and CRM adoption.

### Importance of Customer Reference Data

Base: Total respondents, N=234



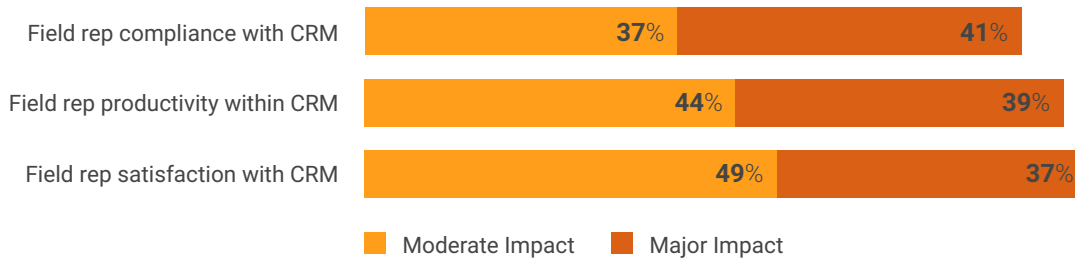
How important is customer reference data and/or compliance data for the following? (Q.12)

## Customer Data Affects the Field User Experience

Quality customer reference data has a significant impact on field user experience, with 41% of respondents reporting that it has a major impact on field rep compliance with CRM and an additional 37% saying it has a moderate impact. When asked about data's impact on field rep productivity with CRM, 39% reported a major impact and 44% moderate impact. For field rep satisfaction with CRM, 37% of respondents say customer data has a major impact, and 49% say it had a moderate impact.

### Impact on Field User Experience

Base: Total respondents, N=234



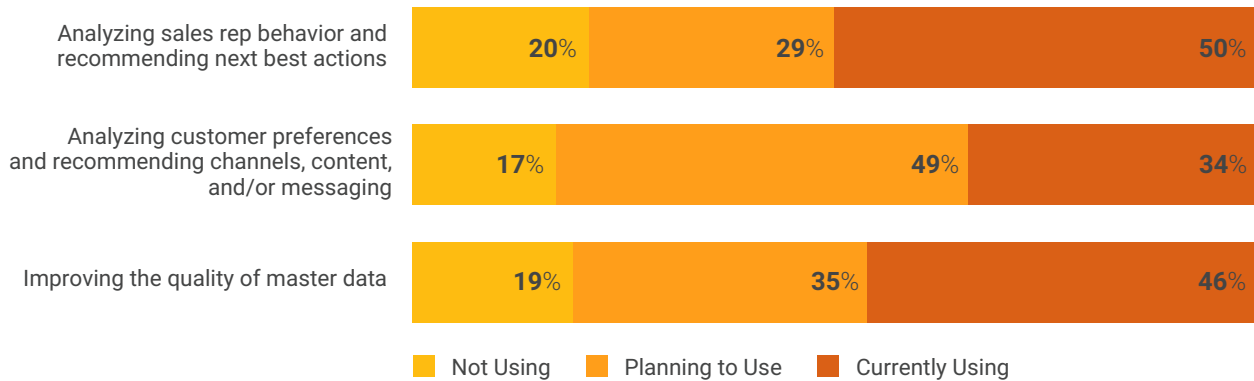
What impact does the quality of your customer reference data have on the following? (Q. 14)

## Customer Data is Foundational for Field Insights and Analytics

The application of customer reference data for artificial intelligence initiatives is clear, with 53% of respondents indicating that customer data is essential or very important for supporting AI projects. Fifty percent (50%) of respondents are currently using data to analyze sales rep behavior and recommend next-best actions, 46% to improve the quality of master data, and 34% to analyze customer preferences and recommend channels, content and/or messaging.

### Using Customer Data for Field Insights and Analytics

Base: Total respondents, N=234



Does your organization use customer reference data for any of the following AI initiatives? (Q.13)

## Data Quality is an Ongoing Priority

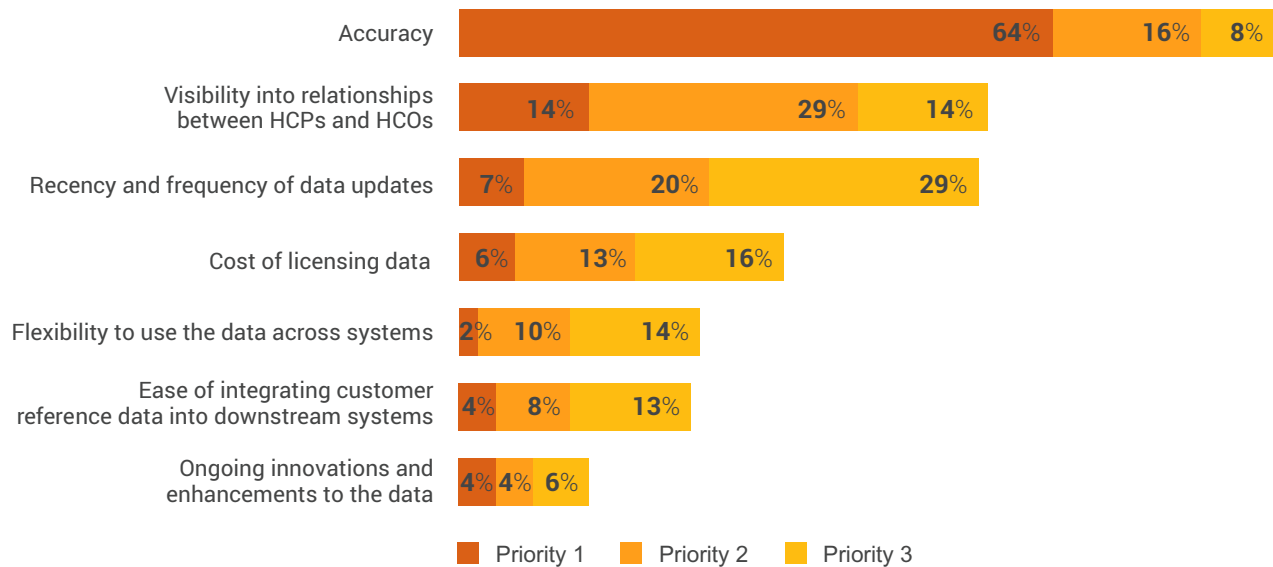
### Commercial Teams Require Data Accuracy

Access to quality data is a top priority as organizations increase their focus on digital engagement and commercial success. When asked to stack rank the most important data quality attributes, respondents overwhelmingly identified accuracy as the most important, with 88% including it in their top three priorities.

The next highest-ranked attribute was visibility into relationships between HCPs and HCOs, with 57% including it in their top three priorities. Recency and frequency of data updates was the third most important attribute, with 56% of respondents including it in the top three.

### Data Quality Priorities

Base: Total respondents, N=234



Drag and drop the following data quality attributes in order of importance, with one being most important. (Q.9)

/// You can have the world’s greatest data strategy, but if you don’t have a way to maintain it and deliver it to your customer, it’s really not viable. ///

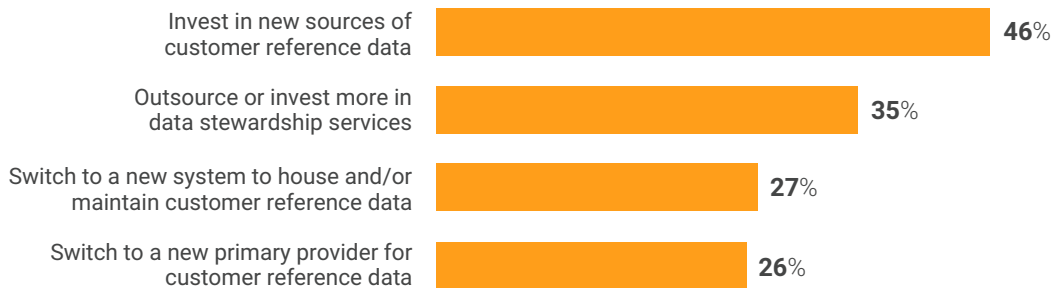
– Steve Davenport, associate director of commercial data strategy, Biogen

## Data Quality Initiatives are a Priority

Quality improvement initiatives are well underway with the majority of respondents. Over the next year, 46% of respondents plan to invest in new sources of customer reference data. Data accuracy is a focus with 35% of respondents planning to outsource or invest more in data stewardship services. Just over half (53%) plan to switch to a new system to house and/or maintain data or to a new primary data provider.

### Plans to Improve Data Quality

Base: Total respondents, N=234



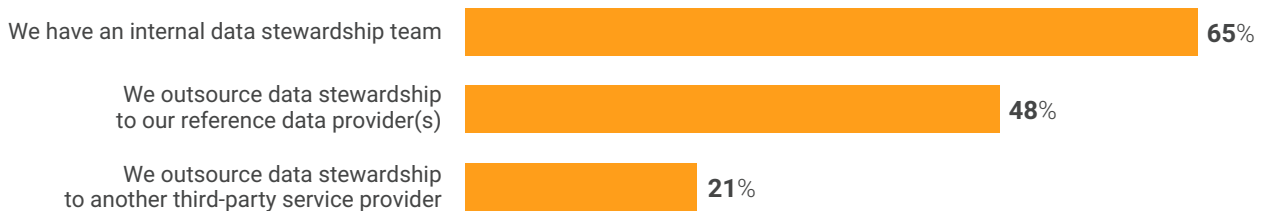
Are you planning any of the following to improve data quality over the next year? Select all that apply. (Q.11)

## Strong Data Stewardship is Critical to Data Quality

Strong data management, data stewardship, and data change request (DCR) processes help life sciences organizations maintain accurate, quality data. When it comes to validating data change requests from field users, 63% of respondents say their organizations have an internal data stewardship team, 46% outsource stewardship to their reference data provider, and 20% outsource it to another third-party service provider. Many organizations use a combination of resources.

### Data Change Request Process

Base: Total respondents, N=234

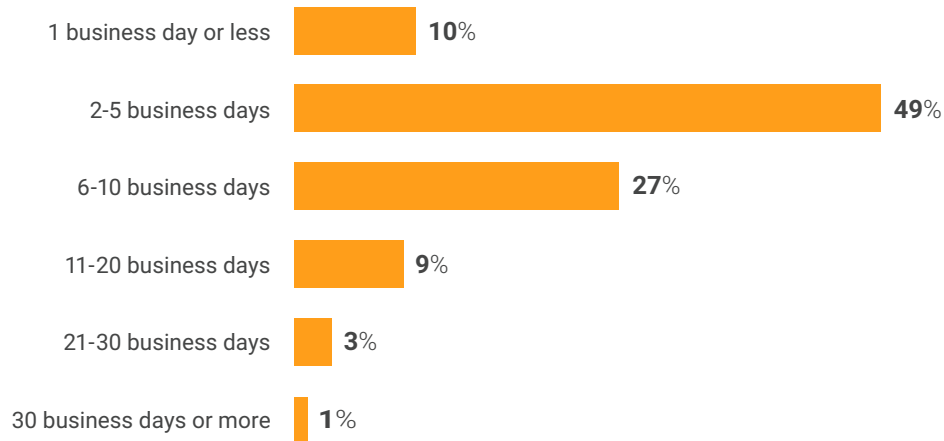


When field sales users discover inaccurate customer reference data, such as an incorrect address, how does your organization validate and resolve the data change request? Select all that apply. (Q.6)

The survey points to a need for fast DCR processes to enable accuracy and audience reach. The majority of respondents (59%) say it takes five business days or less to resolve a data change request. Twenty-seven percent (27%) say it takes 6-10 business days.

### Time to Validate Data Change Requests

Base: Total respondents, N=234



*On average, how long does it take to resolve a data change request? (Q.7)*

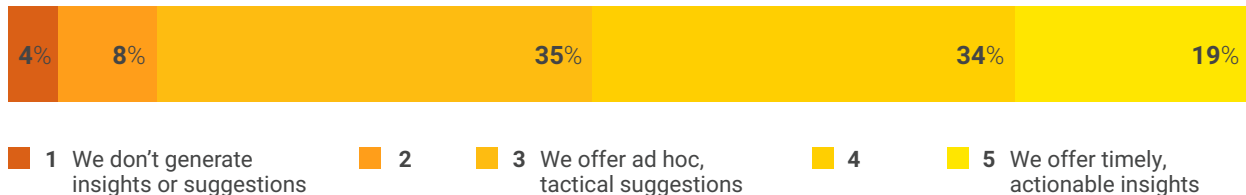
## Customer Reference Data Maturity is Strengthening

### Overall Maturity of Customer Reference Data is Above Average

When asked about the maturity of customer reference data, 19% of the respondents gave themselves high marks and reported having comprehensive, dynamic data that incorporates customer needs and preferences. An additional 69% said they have detailed customer reference data or something in between detailed and comprehensive data.

### Maturity of Customer Reference Data

Base: Total respondents, N=234

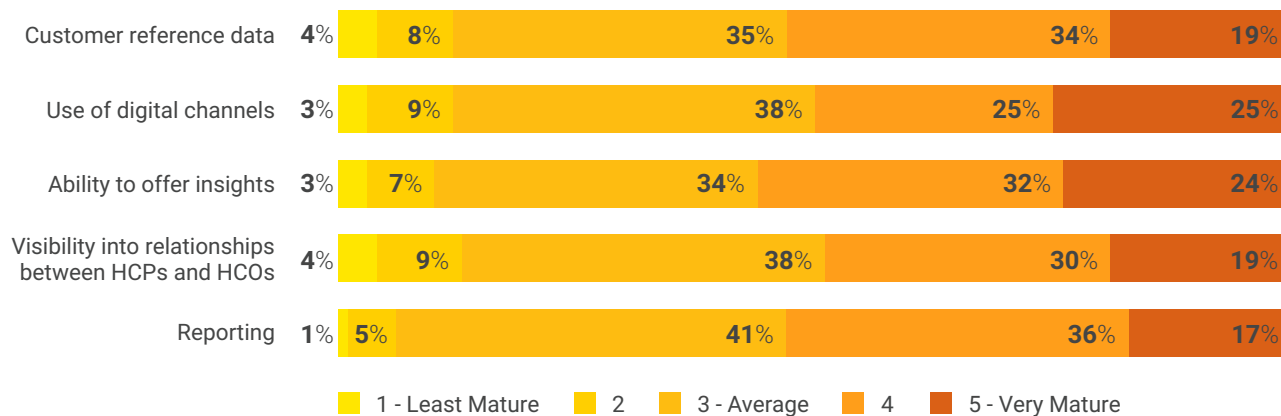


*On a scale of 1 to 5, how would you assess the maturity of your organization's customer reference data? (Q. 16)*

Fifty-six percent (56%) give their organization an above-average rating on the ability to offer intelligent insights to the field. The area with the lowest overall maturity was visibility into the relationships between HCPs and HCOs, with 13% of respondents reporting below average maturity.

### Maturity of Commercial Operations

Base: Total respondents, N=234



On a scale of 1 to 5, how would you assess the maturity of the following within your organization? (Q.16 – Q.20)

### Adoption of Digital Channels is Accelerating

Survey data indicates that field reps have been leveraging a wider range of digital channels, including email and video calls, to engage with HCPs. Between January and September 2020, remote meetings increased by 891% and emails skyrocketed six-fold globally.<sup>1</sup> Eighty-eight percent (88%) of respondents say that field reps use digital channels to reach and engage HCPs.

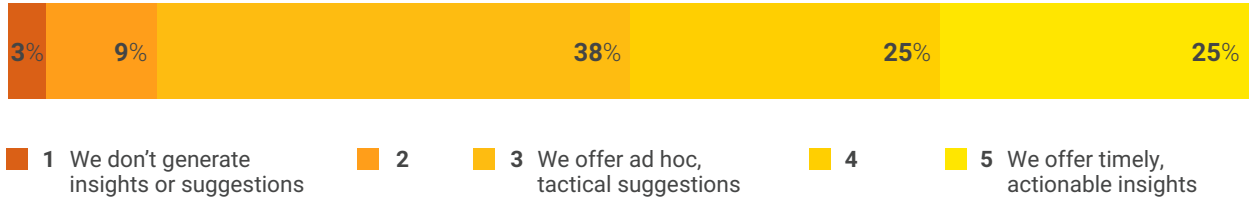
With everything that’s rapidly changing due to COVID-19, there’s going to be a need for new data and new ways to engage our customers. Emails can’t be the only thing anymore.

– Joel VanderMeulen, senior director of commercial strategy and operations for neurology and oncology, EMD Serono

<sup>1</sup> Veeva Pulse Data, January - September 2020

### Field Force Use of Digital Channels

Base: Total respondents, N=234



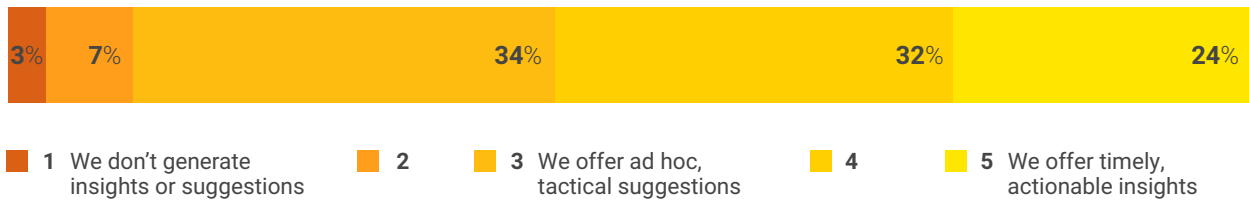
On a scale of 1 to 5, to what level does your field force use digital channels such as email or video calls to engage with HCPs? (Q.18)

### Ability to Offer Insights to Field Reps is Improving

When it comes to intelligent engagement, commercial teams have come a long way. Twenty-four percent (24%) of respondents say they offer timely, actionable insights and suggestions to field reps; 34% say they offer ad hoc, tactical suggestions; and 32% say their ability to offer insights is between these two.

### Ability to Offer Insights to Field Reps

Base: Total respondents, N=234



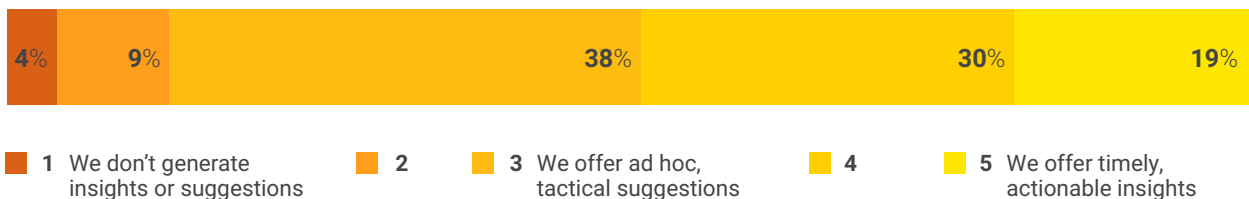
On a scale of 1 to 5, how would you assess your organization's ability to offer insights and/or suggestions to field reps? (Q.19)

### Understanding Relationships Between HCPs and HCOs Needs Improvement

Having visibility into the relationships between healthcare providers and organizations is essential for commercial success, and yet this was the lowest-rated area, overall. Only 19% of respondents say they have complete visibility into these relationships; 38% say they have moderate visibility.

### Understanding of Relationships Between HCPs and HCOs

Base: Total respondents, N=234



On a scale of 1 to 5, how would you assess your organization's understanding of the relationships between healthcare professionals (HCPs) and healthcare organizations (HCOs)? (Q.17)

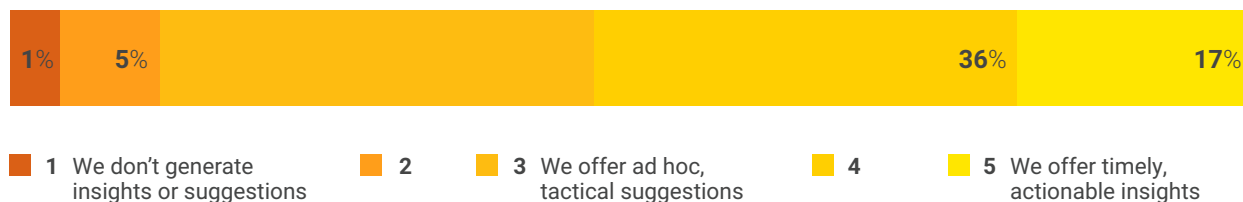


## Reporting Capabilities are Solid

Forty-one percent (41%) of respondents say they have standard reporting capabilities and some strategic insights. Sixteen percent (16%) say they use AI to deliver proactive analytics with actionable insights, and 36% say their reporting capabilities are between these two.

### Maturity of Reporting Capabilities

Base: Total respondents, N=234



On a scale of 1 to 5, how would you assess your organization's reporting capabilities? (Q.20)

## Conclusion

The Veeva North America Customer Reference Data Survey underscores the growing importance of customer reference data within life sciences organizations. A key focus are data enhancement initiatives to improve commercial operations, support digital initiatives, and drive better decision making.

- **Data for digital transformation:** The COVID-19 pandemic has magnified the importance of accurate, quality customer reference data to reach HCPs and affiliates. Reach and access are important now more than ever as organizations look for new strategies to reach their target audiences and transition to digital engagement.
- **Data quality and stewardship:** Data quality is more important than ever for finding your audience. Organizations that prioritize data quality and stewardship will have greater success with commercialization. Companies that lack reliable customer data records and the ability to have a single source of truth will struggle to provide reporting and insights that enable the business.
- **Visibility into HCP and HCO relationships:** Customer reference data plays a critical role in helping the sales organization learn and pivot when new therapies require new go-to-market strategies. The industry still struggles with affiliations and hierarchy data, but most organizations are prioritizing improvement initiatives in this area.

## Survey Methodology

In April 2020, Veeva fielded the bi-annual Customer Reference Data Survey to life sciences companies in North America. The results of the study are based on qualified responses from 234 professionals whose teams acquire or manage customer reference data for North America. The survey was commissioned by Veeva systems and conducted by Veeva Systems and Audience Audit. Completion of the survey was voluntary. Survey respondents were provided a \$25.00 Amazon gift card upon completion of the survey.

All respondents were offered a summary of the survey results. No other compensation was offered or provided.

## Job Function

Respondents are distributed across a variety of job functions, including marketing, commercial operations, IT, data management and governance, sales operations, business intelligence, analytics, data warehousing and compliance.

## Industry

Fifty percent (50%) of respondents work in the pharmaceutical industry. Twenty-three percent (23%) work in biotech and the remainder in animal health or medical devices.