State of Customer Reference Data for Life Sciences

Life sciences leaders share their priorities, barriers, and progress towards accurate, quality customer data.

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2 out of 3

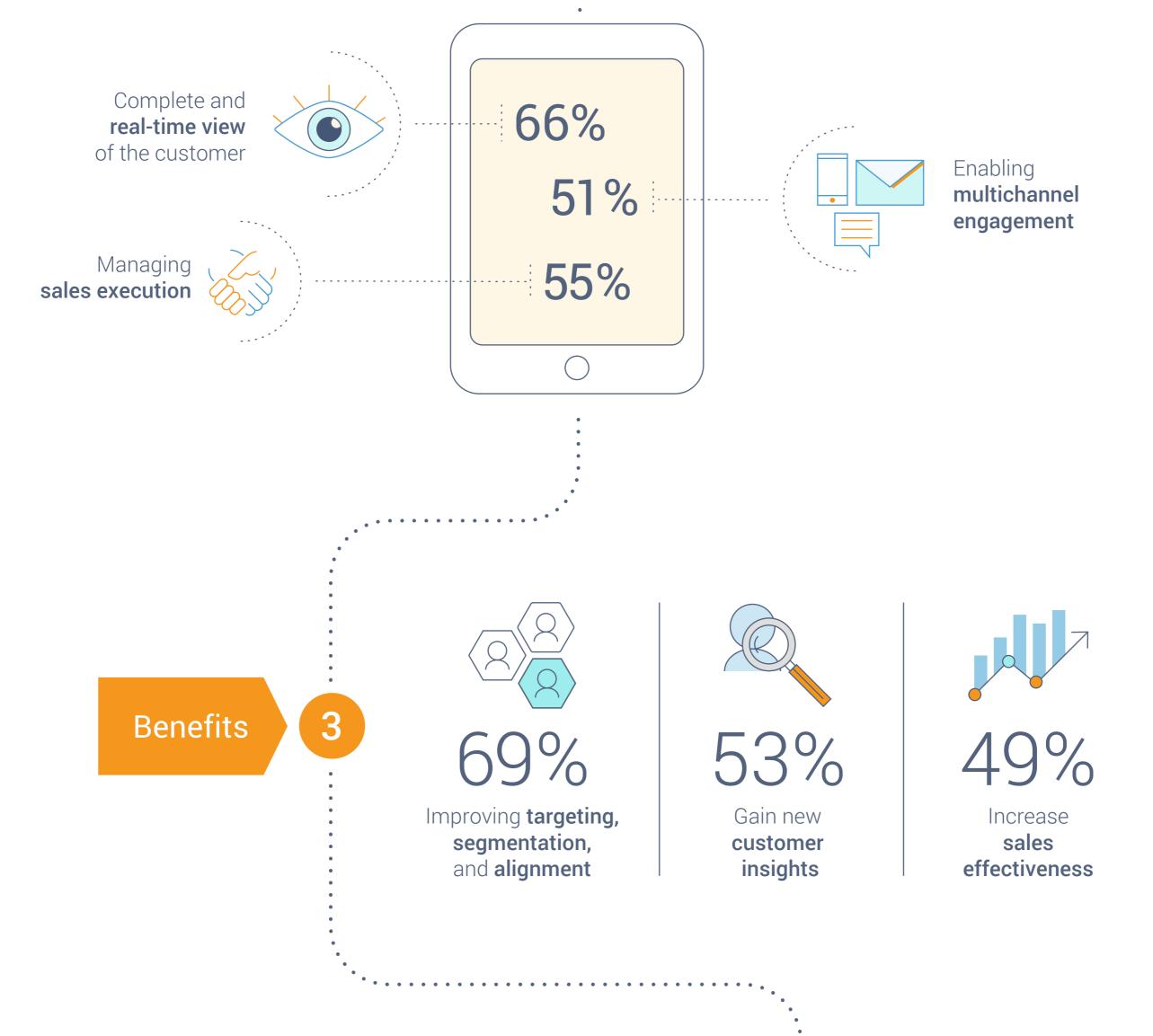
are **dissatisfied with the quality** of their data



71%

have a customer reference data **initiative underway or planned** within 12 months







Accurate data across geographies to maximize coverage



A complete and real-time view of the customer





Quality affiliations and hierarchy data to improve sales force effectiveness

Read the full 2018 Customer Reference Data Survey Report

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