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- Director of Sales Operations

VEEVA SUCCESS STORY

Leveraging Veeva iRep to put the Customer Front & Center

THE CUSTOMER

This biopharmaceutical company offers specialty medicines that address the unmet needs of patients, concentrating in select areas including urology and endocrinology. The company is dedicated to improving care through its products and services.

THE CHALLENGE

For three years, the company's sales force had been using a traditional client/server CRM solution. Sales reps carried Tablet PCs for CRM and, more recently, Apple iPads for detailing. While these disparate tools were satisfactory for call recording and detailing, they did little to help improve relationships with physicians.

Seeing the iPad as the way of the future, the company searched for an easy-to-use CRM solution that was built specifically for the iPad and offered rich functionality that would give sales reps the best tool to improve sales productivity and effectiveness.

THE SOLUTION

The selection committee chose Veeva iRep, the integrated CRM and closed loop marketing (CLM) solution for the iPad, which is designed to take advantage of the iPad's compelling and intuitive mobile interface. "The combination of the iPad and Veeva's application was exactly what we were looking for," said the company's director of sales operations. "iRep is not just an SFA tool – it's a means to change how we interact with our customers as a company. Veeva has done a great job combining the latest in mobile and cloud computing technology. And it's reflected in iRep."

The managed markets account executives (AEs) and medical science liaisons (MSLs) were already using iRep with much success. The company also knew that having all users on the same platform would yield additional benefits. The director of sales operations explained, "iRep makes it possible to integrate across business units and share data, enabling a true, complete view of the customer. That is very powerful and fits perfectly with our customer-centric approach."

“ Veeva was very creative in finding a way to meet our requirements within a tight timeline – their flexibility and dedication to our success were key. ”

- Senior Sales Force Automation Analyst

THE IMPLEMENTATION

Just four months after the start of an 80-person field pilot, the entire organization of 1,000 users – including MSLs, managed markets AEs and a contracted sales team – were live on iRep.

“The implementation was fast and furious,” said a senior sales force automation analyst. “Veeva was a great implementation partner for us.”

“Veeva was very creative in finding a way to meet our requirements within a tight timeline,” she added. “Their flexibility and dedication to our success were key.”

iREP IN ACTION

Since rolling out iRep, the company’s sales reps have experienced dramatic improvement in productivity and their ability to engage with physicians. With iRep, the average call can be recorded in less than one minute – a task that typically takes over 3.5 minutes with other CRM systems. Across their 1,000-person sales force, that could save 70,000 hours per year – extra time that can be put toward making more calls or planning.

As a solution operating in a rich multimedia environment, iRep enables reps to engage in more interactive discussions and capture customer feedback in real time. According to the company, physicians have responded positively. “iRep is less obtrusive in the physician’s office. It’s so fast and easy for reps to use that it doesn’t become a big elephant in the room. It aids the interaction rather than distracts from it,” said the director of sales operations. “And because the reps are better prepared to handle customer questions, physicians are appreciative of the more productive discussions.”

iRep also fit perfectly with the company’s customer-centric approach by integrating sales and marketing. Reps previously had no visibility into non-personal marketing activity with their customers. “The lack of visibility and coordination led to a lot of overlap and duplication of efforts across the commercial organization,” explained the company’s senior director of customer-centric marketing.

“iRep provides a complete view of the customer to all of our customer-facing teams. It starts with having all teams on the same platform. Sales reps, AEs, MSLs and reimbursement specialists can share data as needed to more effectively plan and follow up with customers. This approach puts the customer in the center.”

She continued, “Not only can reps see other personal interactions that occur with their customers, but they can also see all non-personal interactions through iRep’s multichannel calendar. Within a customer profile, reps can see which marketing

ABOUT VEEVA SYSTEMS

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

pieces and messages the customer has received. And this isn't just a one-way street. Reps can direct marketing efforts by logging customer reactions to presentations into the system or recommending customers that would benefit from additional touchpoints. iRep is a true revolution in the pharmaceutical commercial model!"

THE RESULTS

The company boasts the following results with iRep:

- True customer centricity supported by multichannel capabilities
- Increased sales productivity, potentially saving reps close to 20 minutes a day
- Improved interactions with customers enabled by increased visibility across sales and marketing channels
- Reduced duplication of effort due to better coordination
- Enhanced marketing effectiveness by capturing prescriber reactions to presentations in real-time
- Improved call planning for more relevant interactions with captured data from across all business units

THE OUTLOOK

For now, the company is focused on refining business processes in order to take full advantage of iRep and the new communication channels that have been unlocked between sales and marketing. "We are just scraping the surface," added the director of sales operations. "The CLM capabilities within iRep and the underlying platform are rich with potential and have grown ahead of our requirements."

"iRep takes the customer-centric approach to a very tactical level by exposing customer interactions across all channels. It's what we've always wanted to do, and iRep is the innovation that is helping us get there," the senior director of customer-centric marketing concluded. ▽