



Veeva CRM Adds New Survey Functionality to Deepen Customer Understanding and Drive More Relevant Interactions

Life sciences companies can now easily develop and deploy surveys to healthcare providers through multiple channels

PLEASANTON, CA — July 11, 2013 — Life sciences companies are focused on developing a deeper understanding of healthcare providers as they move toward a more customer-centric engagement model. The new built-in survey capability in Veeva CRM enables organisations to continuously capture customer feedback directly from any channel, providing richer, more detailed customer insights in real-time.

The new Surveys and Assessments functionality in Veeva CRM allows business users to quickly develop surveys and execute them either online or by field representatives during their interaction with the healthcare provider. Responses can be collected via multiple channels, including mobile and web, enabling life sciences companies to capture the data in aggregate and at the prescriber level, then through CRM, act upon it quickly.

"In their pursuit of commercial excellence, organisations want more immediate ways to capture insights about the customer," said Brian Longo, general manager of commercial products for Veeva. "With the new Surveys and Assessments capabilities, our clients now have a way to do so easily. And because they use Veeva CRM in the cloud, new functionality is immediately available to all of our customers. In fact, a top ten pharma company immediately began using Surveys the moment it was released. That's the power of true multitenant cloud."

Veeva delivers major enhancements to its cloud-based products several times a year. In addition to Surveys and Assessments, the applications within Veeva's Commercial Suite include a host of new capabilities. In Veeva CRM tighter sample limit controls and the ability to restrict calls by account type improve tracking and compliance. And, Vault PromoMats – Veeva's promotional materials management system – includes new features that make it easy to review and annotate promotional videos.

Veeva CRM Approved Email Now Available

Coinciding with its latest release, Veeva also announced the general availability of a new offering, Veeva CRM Approved Email – an end-to-end solution to enable regulatory compliant email communication between sales reps and healthcare providers.

Tailored specifically for life sciences, Approved Email is a powerful new offering that combines content management and CRM in the cloud to manage the entire process from content creation through distribution. It ensures only the most up-to-date information is shared with customers and every interaction is tracked for complete customer insight.

For a complete list of all the latest Commercial Suite upgrades or more details on Approved Email, please contact Veeva at info@veevasystems.com.



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, London, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veeva.com.

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