

Veeva 2020 European Customer Reference Data Survey

The *Veeva 2020 European Customer Reference Data Survey* examines the current state of customer reference data within life sciences across Europe through the opinions and experiences reported by commercial data owners. Findings indicate that the quality and integration of data need to be significantly improved.

Executive Findings

The majority of respondents (91%) state that their organization views customer reference data as a global strategic asset.

The importance of customer data to support life sciences strategic initiatives is well recognized, with 88% of respondents reporting that customer data is essential to launching new products or sales models.

However, 41% of organizations are not satisfied with the quality and service they receive from their legacy customer data provider.

Only 57% of respondents believe their organization has the right customer data foundation to fully support digital transformation and this number drops to 43% when they don't have an efficient data governance.

Organizations are changing their approach to customer data, with 78% of respondents report that they are undertaking or planning a customer data enhancement initiative.

/// We are asking a lot from our field force. We need to be able to give them access to real-time data, accessible when they need it, to help them be efficient and react quickly to changes in customer data or territory updates. ///

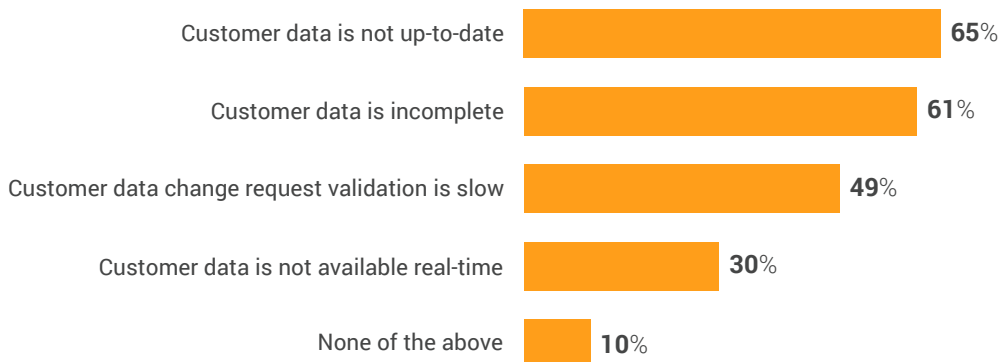
– **Renaud Sermondade**, Former VP Global Head of Insights & Analytics at Sanofi

The State of Customer Data in the Industry

The majority of respondents from life sciences organizations (90%) shared that field users are most impacted by incomplete (61%) and aging data (65%).

Most Critical Data Challenges Impacting Field Users

Base: Total respondents, N=93

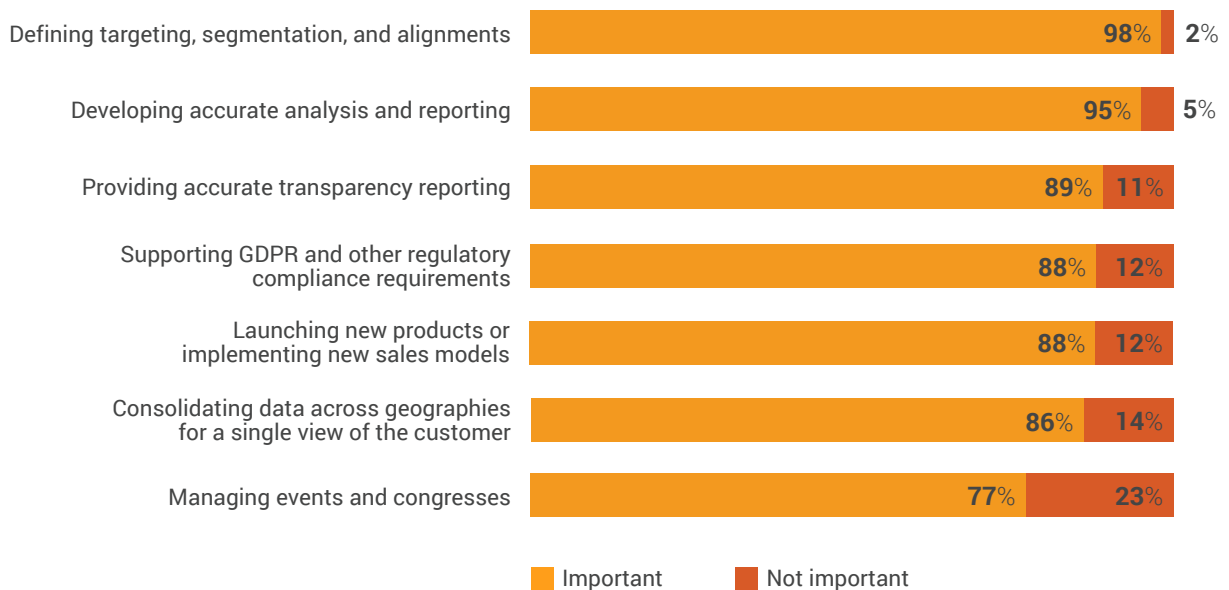


What are the most critical data challenges impacting your field users? Multiple answers accepted. (Q.9).

The value of customer reference data to improve strategic initiatives is recognized by many. Of particular note are the number of respondents who state that customer data is important for defining targeting, segmentation & alignments (98%), and developing accurate analysis and reporting (95%). These initiatives require that data be current, integrated across the organization, and easily accessible.

Top Quality Customer Data Initiatives

Base: Total respondents, N=93



How important is better customer data to improving the following strategic initiatives within your organization? (Q.18)

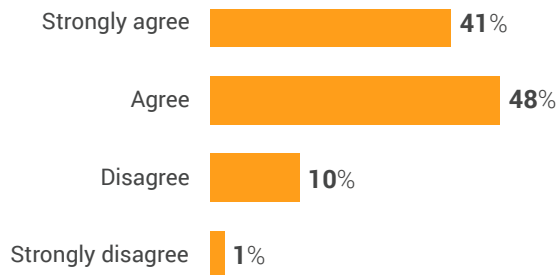
Drivers and Barriers to Data Quality

Most (89%) say that customer data quality is a significant challenge for the businesses they support, with 41% in strong agreement with this statement.

Given the low levels of satisfaction with customer data, and the issues poor data quality creates, it is unsurprising that almost nine in ten respondents (88%) report that improving customer data is a top priority for their organization.

Customer Data Quality Remains a Challenge

Base: Total respondents, N=93

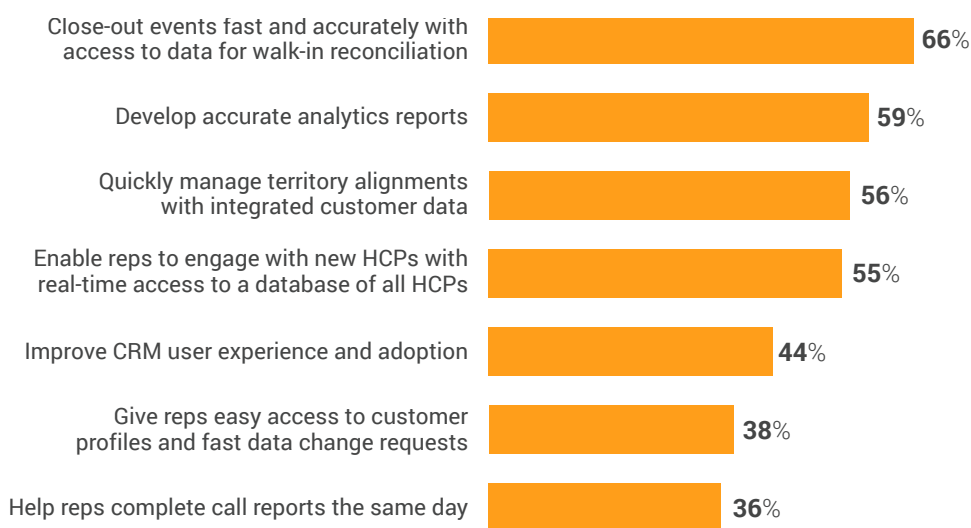


To what extent do you agree with the following statement: Customer data quality is a significant challenge for the business I support. (Q.6.5)

Poor quality of customer data impacts many business functions, with respondents reporting mixed levels of satisfaction with the ability of customer reference data to support their organization in various ways. Respondents agree that data exists in multiple, unintegrated systems (68%) and that they have difficulty matching all channels of data to get a single view of their customer interactions (76%). Even when data quality is not an issue, these problems are likely to inhibit the organization’s customer data usage.

Dissatisfaction with Quality Customer Reference Data

Base: “extremely dissatisfied”, “somewhat dissatisfied” or “neither”
Total respondents, N=91



How satisfied are you with your customer reference data's ability to support your organization in the following areas? (Q.10)

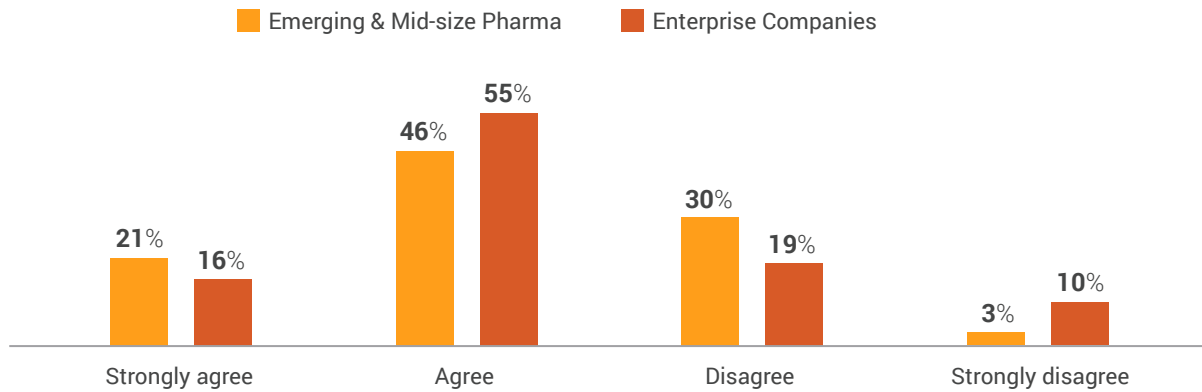
Many (59%) respondents are unsatisfied with their customer reference data's ability to support the development of accurate analytics reports. Two-thirds (66%) are not satisfied with their ability to access the customer profile data they need to close-out events faster and more accurately.

Satisfaction with Customer Data Integration

Over two-thirds of respondents (67%) report that their organization has customer data in multiple systems. This figure is largely consistent across organizations of different sizes, suggesting that it is a widespread issue.

Customer Data is Not Integrated

Base: Total respondents, N=93

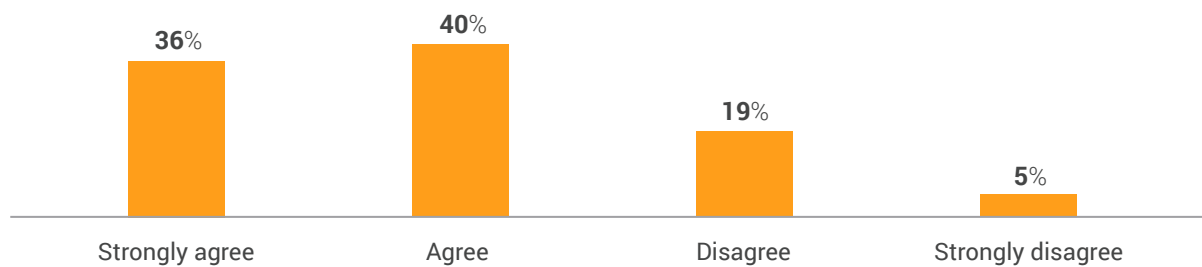


To what extent do you agree with the following statement: My organization has customer data in multiple systems that are not integrated. Split by organization size (Q.6.4)

Difficulty integrating customer data impacts accessibility. More than three quarters (76%) report that they have difficulty matching all channels of data to get a single view of customer interactions.

Consolidating Customer Interactions Remains Difficult

Base: Total respondents, N=93



To what extent do you agree with the following statement: My organization has difficulty matching all channels (web, CRM, marketing) of data to get a single view of all customer interactions (Q.6.6)

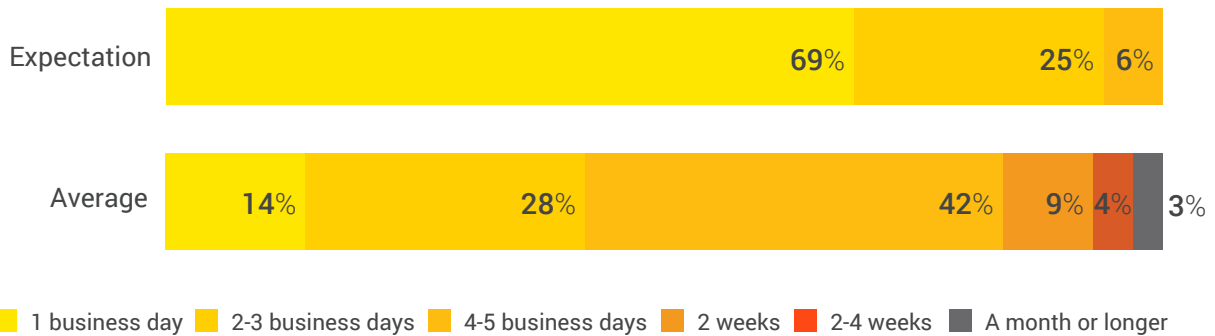
Satisfaction with Customer Data Provider Services

Respondents report it takes an average of four business days for data providers to process data change requests. This marks a considerable drop from the average of eleven business days reported in 2016, proving that major improvements have been made in customer data management in the past four years.

However, this is still over double the time that respondents would like to see these requests take (just under two business days). This gap suggests dissatisfaction with current resolution times still exists.

Change Request Resolution Time

Base: Total respondents, N=93

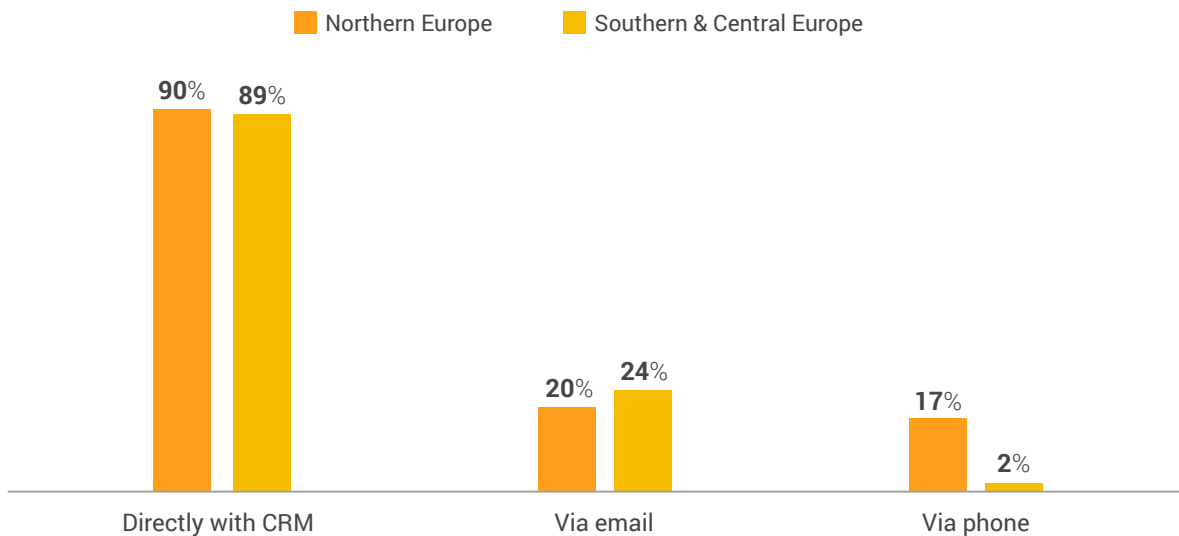


On average, how long does it take your current data provider to process data change requests? (Q.12)
How quickly would you like your customer data change requests to be resolved by your data provider? (Q.13)

The way data change requests are submitted may cause slow resolution times. While the vast majority (90%) of respondents say their organization submits data change requests directly within CRMs, some still report that data change requests are submitted by email (20%) or phone (9%). Using the phone is more common in Northern Europe (17%) than in Southern and Central Europe (2%).

Methods Used by Field Forces to Submit Data Change Requests

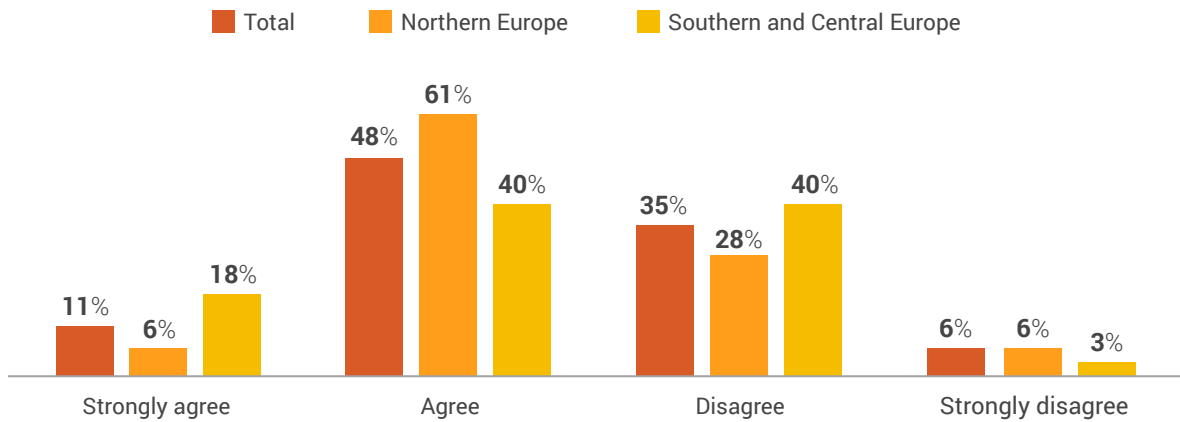
Base: Respondents from Northern Europe, Southern and Central Europe, N=86



How does your field force submit data change requests? (Q.11)

Satisfaction Level with Customer Data Providers

Base: Respondents using third-party data, N=81



To what extent do you agree with the following statements: I am satisfied with the quality and service I receive from my customer data provider. Split by region (Q.6.7)

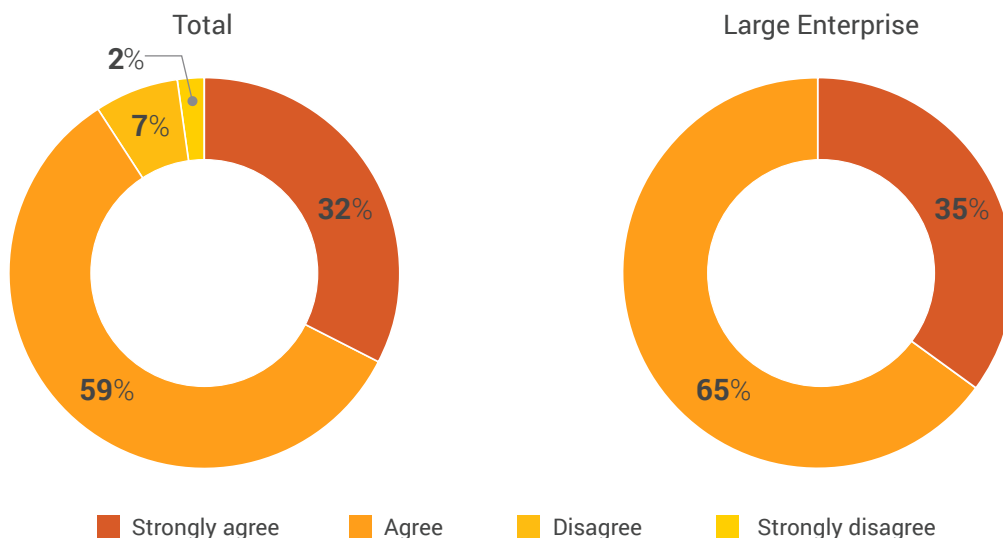
More than half (59%) are satisfied with their data provider’s service and data quality. Customer data providers have a role to play in helping organizations achieve their strategic goals. Respondents satisfied with their provider are more likely to say their organization has the right customer data foundation to fully support digital transformation (73%) than those who aren’t satisfied (35%).

Importance of Customer Data and Data Governance

A majority (91%) state that their organization views customer reference data as a global strategic asset, underscoring its importance. In particular, respondents from larger enterprise companies recognize this strategic importance, with all (100%) agreeing with this statement.

Customer Reference Data is a Strategic Asset

Base: Total respondents, N=93

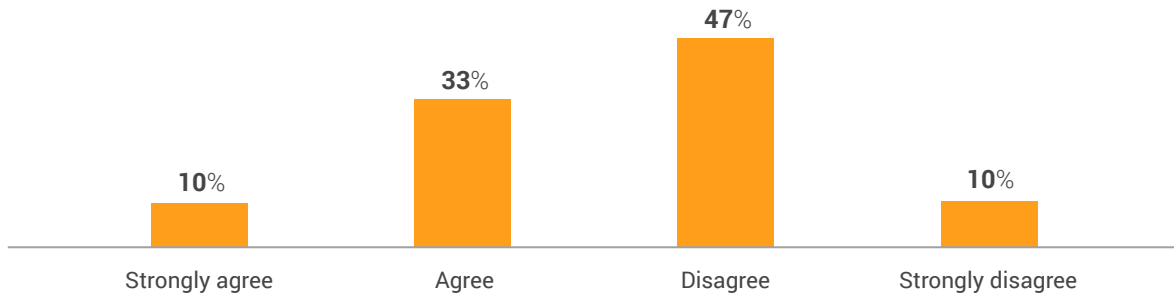


To what extent do you agree with the following statements: “My organization views customer reference data as a global strategic asset.” (Q.6.1)

If the importance of customer reference data is well understood, there is a lack of confidence in organizations' ability to manage it and implement successful data management strategies. Only 11% of respondents strongly agree that they are satisfied with their data governance model. This figure remains unchanged regardless of whether the respondent has a local or global responsibility, suggesting that this opinion is widespread. Overall, 58% of respondents say that their organization lacks an efficient data governance model.

Data Governance Efficiency

Base: Total respondents, N=93



To what extent do you agree with the following statement: My organization has an efficient data governance model. (Q.6.3)

Organizations with strong data governance and initiatives to improve their data management are more likely to:

- Be satisfied with the ability of their data to support accurate analytics reports (50% vs. 33%)
- Give field force easy access to customer profiles and fast data change requests (71% vs. 53%)

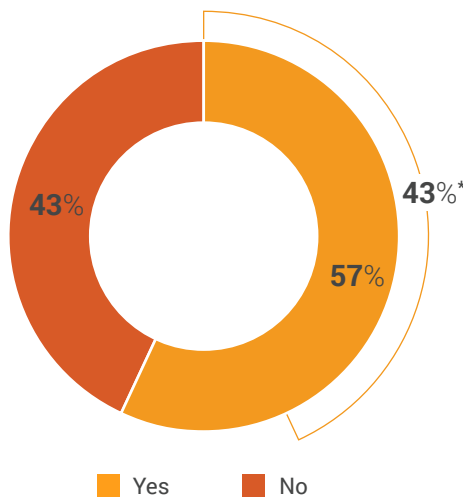
Role of Customer Data in Digital Transformation

Only 57% of respondents believe their organization has the right customer data foundation to fully support digital transformation.

Respondents that don't think they have an efficient data governance model, are less likely (43%) to believe their organization has the right customer data foundation to support digital transformation. Strong data governance appears to be essential to maintain high-quality customer data required for digital initiative.

Ability for Customer Data to Support Digital Transformation

Base: Total respondents, N=93

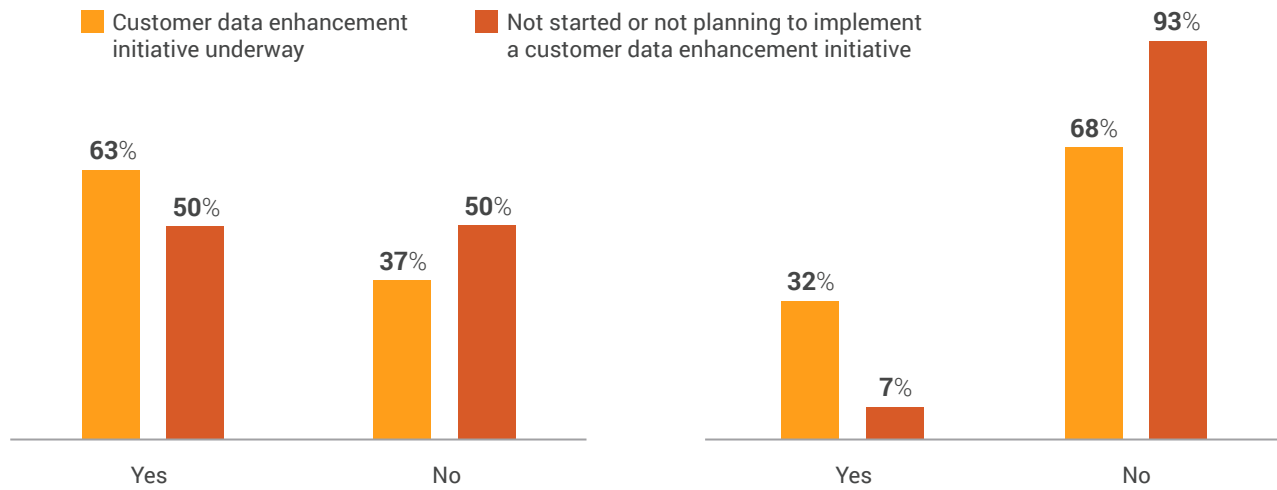


Do you believe your organization has the right customer data foundation to fully support digital transformation? (Q.16)

*Base: Respondents who selected disagree and strongly disagree to (Q.6.3): To what extent do you agree with the following statement: My organization has an efficient data governance model. N=47

Customer Data is the Foundation for Digital Initiatives

Base: Total respondents, N=93



Do you believe your organization has the right customer data foundation to fully support the following? Digital Transformation. Split by the status of customer data enhancement initiative (Q.16.1)

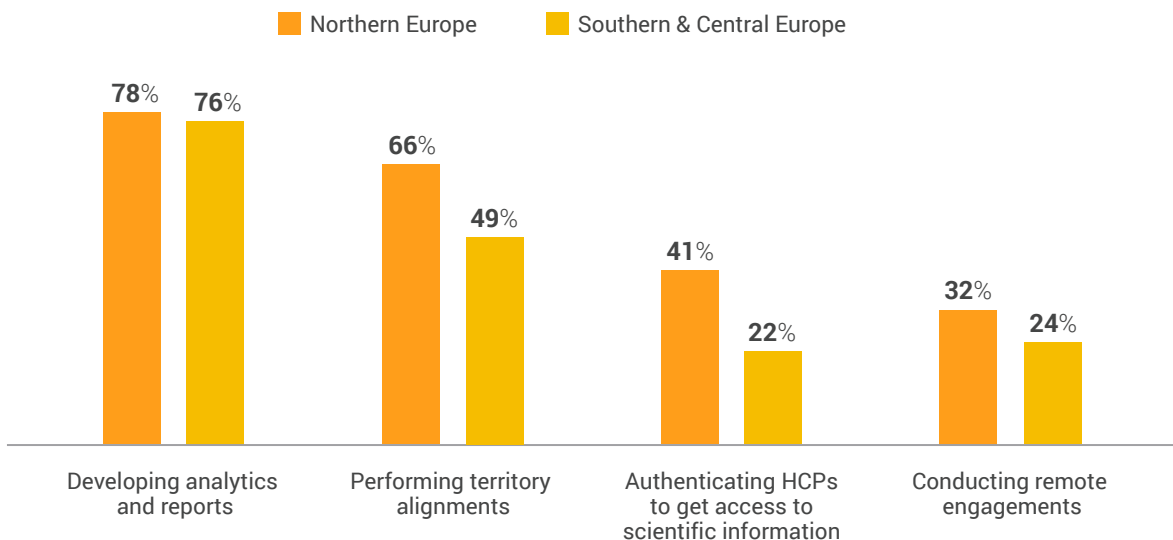
Do you believe your organization has the right customer data foundation to fully support the following? Artificial Intelligence/machine learning. Split by the status of customer data enhancement initiative (Q.16.2)

Respondents whose organizations have started their customer data enhancement initiatives are more likely to believe that their organization has the right customer data foundation to fully support digital transformation and artificial intelligence/machine learning. Sixty-three percent (63%) of those currently undergoing a customer data enhancement initiative agree that they have the right customer data foundation to support digital transformation, compared to 50% of those who haven't started yet or aren't planning one.

Almost a third (32%) of organizations that have started their customer data enhancement initiative feel they have the right data to support artificial intelligence/machine learning (AI/ML), compared to 7% who haven't or have no plans.

Main Systems and Activities Impacted by Customer Data Quality

Base: Respondents from Northern Europe, Southern and Central Europe, N=86



Which systems and/or activities are impacted when you have a customer data quality issue? (Q.8)

Customer data quality issues impact several systems and activities within organizations. Over three quarters state that their ability to develop analytics and reports is impacted when there is a data quality issue. This further highlights the importance of having a strong data foundation to take advantage of powerful analytics technologies and provide teams with the insights they need to make informed decisions.

Almost one-third report customer data quality impacts their ability to conduct remote engagements. This is particularly worrisome in the context of COVID-19 and the rise in the prevalence of remote working.

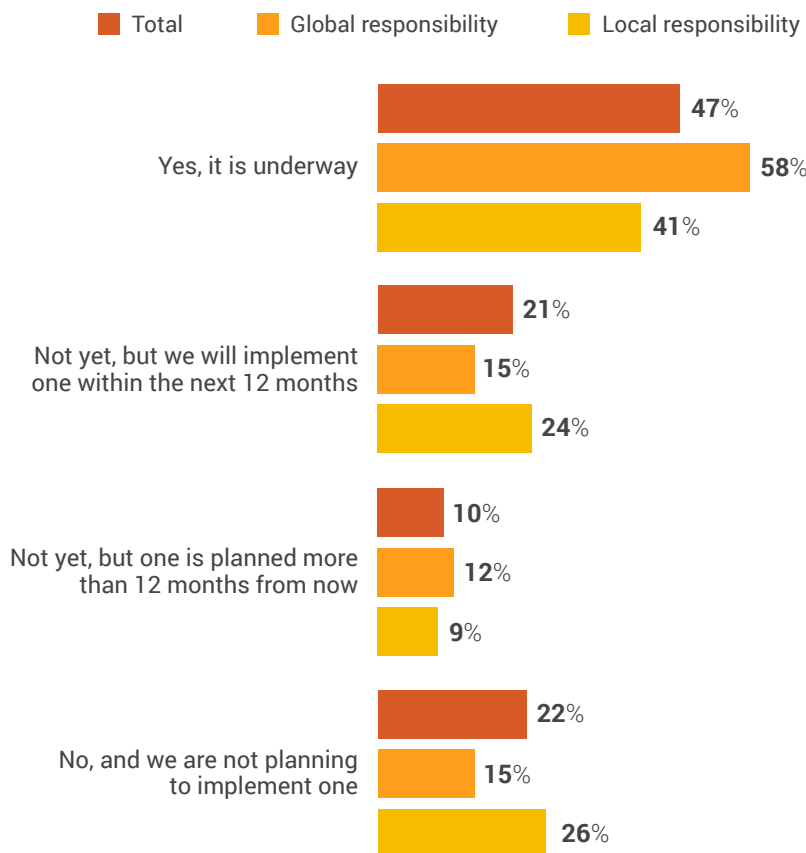
With customer data being viewed as critical to the business, it is no wonder that just under nine in ten (88%) report that improving customer data is a top priority for their organization. Larger organizations, in particular, are likely to consider improvement to customer reference data as a priority (94%).

Industrywide Move to Improve Customer Reference Data

A large number (78%) say their organization currently has a customer data enhancement initiative underway, or has one planned, suggesting the recognition of the need to prioritize and make improvements to customer data. Respondents with a global responsibility are more likely to state that their organization has the customer data enhancement initiative underway (58%) than those with a local responsibility (41%).

Customer Data Enhancement Initiative Planned

Base: Total respondents, N=93



Does your organization have a customer data enhancement initiative underway? Split by geographic responsibility (Q.14)

Most life sciences organizations have recognized the importance of customer reference data, only a few of them have taken the right actions. There remains a gap between intentions and investment mainly due to the complexity of managing data being underestimated and ad-hoc systems implemented without integration. //

– Philippe Houben, Global Head of Data Excellence at Boehringer Ingelheim

When looking at those undertaking or planning to undertake a customer data enhancement initiative (78%), the two most commonly given goals are to provide:

- Better data access to improve field force effectiveness (77%)
- A 360-degree view of the customer (77%)

Main Goals of Customer Data Enhancement Initiatives

Base: Respondents who are currently or planning to implement a customer data enhancement initiative
Total respondents, N=56



What are the goals of your customer data enhancement initiative? (Q.15)

Conclusion

The Veeva 2020 European Customer Reference Data Survey confirms that quality customer data is critical to supporting successful sales effectiveness and compliance within life sciences organizations. It facilitates a better understanding of customers and supports strategic initiatives and commercial execution.

As the industry takes action to improve customer data for their organization, this research underscores the impact of:

- **Easily accessible and integrated customer data:** Survey respondents demonstrate the importance of customer data to launching new products or sales models. However, there is much room for improvement given the low satisfaction rates with customer data quality, integration, and the offerings from legacy customer data providers.
- **Globally managed data governance:** Data management responsibility is still very spread out between functions, and it impacts efficiency significantly. There is an opportunity to centralize data governance to get a complete view of the customer and enable sales teams to drive meaningful interactions with healthcare professionals.
- **Quality data for digital transformation:** The COVID-19 pandemic has created an urgency to enable field forces with digital solutions, and more specifically, engaging with HCPs virtually. Companies recognize the value in harmonizing customer data to get a complete view of customers and effectively make the transition to digital engagement.

Methodology

The survey consisted of 17 questions, many of which included sub-questions with response matrices. Survey questions were designed for individuals with knowledge of customer reference data with partial or full responsibility for acquiring or maintaining customer reference data within their organization. The survey was commissioned by Veeva Systems and conducted by Vanson Bourne. Completion of the survey was voluntary, and a €10 donation was made to the European Society for Paediatric Oncology (SIOPE) Borders for each valid completion of the full survey.

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