5 Steps to Operationalizing Digital Excellence

As a commercial leader in life sciences, your vision for digital excellence may be clear, but the path to getting there may not be as straightforward. A well-coordinated digital strategy helps ensure the correct processes are built, tested, and standardized to help your organization and start off on the right foot and scale.

Here are five essential steps to operationalizing digital excellence.

1. Establish goals and new digital KPIs.

One big mistake companies make is establishing KPIs after beginning their digital programs. Establish your KPIs upfront (e.g., channel preference, promotional response, content effectiveness) so you can identify ways to strengthen digital engagement as soon as possible.

2. Get your field force on board.

Make sure market-facing teams understand why you're investing in digital, what this means for them intheir roles, and how the organization will work together to make the transition. Getting buy-in ensures allfield members feel ready for the next steps.

3. Give sales reps the training and skills they need.

All customer-facing roles must be trained on using new tools and technology for interacting with HCPs. Give them instructions on corporate usage guidelines, appropriate content usage, compliance considerations, and the best methods for personalizing customer interactions.

4. Integrate your technology.

Create a positive end-user experience by connecting the various platforms you'll be using across field-driven activities and marketing-led engagements, such as CRM, DAM, virtual meeting, and marketing analytics tools. This will give you a holistic view of all customer touchpoints and more streamlined operations across channels.

5. Measure, adapt, and improve.

With clean, connected data as a result of your tech integrations, you'll now have the ability to accurately measure what's happening in the field and create feedback loops that continuously improve digital engagement. Continue to share data with the team and work together to optimize digital effectiveness over time.

Through software, data, and services, Veeva can help your organization improve customer experiences and field productivity. Learn more at veeva.com/eu/business-consulting.

Learn more at veeva.com/eu | +34 931 870 200 | veeva.com/eu/contact