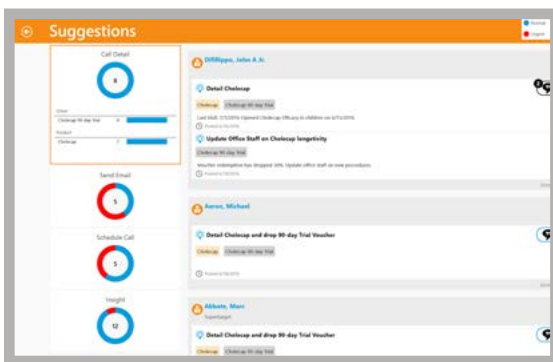# Veeva CRM Innovation Guide

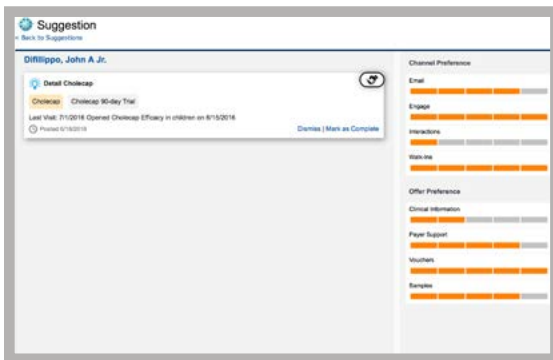## Veeva CRM Suggestions

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OVERVIEW

Veeva CRM Suggestions is a rep dashboard that offers targeted recommendations, powered by data science, to help you identify the best action and right channel for each customer interaction.

Veeva CRM Suggestions Home Screen

Veeva CRM Suggestions

Veeva CRM Suggestions is a set of features, built directly into Veeva CRM that provides your field teams with smart recommendations for better and more tailored engagements with healthcare providers.

Powered by data science, it uses predictive and adaptive analytics to provide informative customer insights and actionable rep recommendations. For example, a recommendation might tell you that a particular doctor's scripts have increased in the last two months. Or alternatively, it could suggest a next best action to create or send an email. Leveraging this smart functionality is like having a strategic coach with your reps all the time.

Veeva CRM Suggestions is available across all platforms, including online and mobile CRM platforms.

TIPS & TRICKS

› SUCCESS METRICS

Define success metrics in advance. Having well-defined and measurable success metrics upfront will allow you to fine tune recommendation to maximize sales effectiveness. For example, if your top priority is to increase sales, you should determine what drivers will have the biggest impact on sales. Is it visiting more targeted HCPs? Increasing the number of calls? Lowering your call dismissal rate? Whatever your measures of success, be sure they are well defined and measurable from the start.

› CHANGE MANAGEMENT

Have a change management plan. Ensure that end users know that Veeva CRM Suggestions is not a new level of control or oversight, but rather a tool that will help them sell more effectively. Put training in place to demonstrate how the tool helps guide them to their next interaction with customers and allows them to remain in control of decisions. Consider starting with a small pilot to capture user input and make adjustments before rolling it out to the rest of the organization.

› END USER TRAINING

Ensure adequate end user training. End users and district managers will need to be trained both on the technical aspects of Veeva CRM Suggestions as well as on how to interpret suggestions. Feedback is actively captured and the system continues to learn when users act upon or dismiss a recommendation. Suggestions will continue to become more tailored the more reps provide feedback into the system.

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CUSTOMER SUCCESS

Learn how Sunovion uses data-driven Veeva CRM Suggestions to help reps have more meaningful conversations with HCPs.

Implementation Sunovion Pharmaceuticals rolled out Veeva CRM Suggestions as a phased release process to gain feedback ahead of rolling it out to their entire field force. As a first step, they chose a data science partner that would be able to take all of Sunovion's big data to power Veeva CRM Suggestions. Next, Sunovion selected the data sources that would feed Veeva CRM Suggestions. This step turned out to be more complex than initially imagined because the data resided in many disparate locations. A key lesson learned was to initiate a data accessibility assessment early in the process. Once the groundwork was complete, Sunovion launched the tool as a pilot program with a select group of reps to solicit feedback.

Early feedback Initial feedback from the field indicated that the majority of reps believe the new insights have helped them to better prepare for HCP calls. Sunovion also determined that they needed to incorporate additional data sources to help improve the quality of the suggestions.

Current situation Sunovion recently introduced Veeva CRM Suggestions to a larger group of sales reps. Adoption has increased steadily since launch, as measured by fewer dismissals and more actions being taken following a suggestion. Reps have noted that they can now more efficiently prep for calls, saving them substantial time and effort.

Listen to the full webinar to hear more about how [Sunovion used data science to improve customer engagement](#).

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RESOURCES

Veeva CRM Suggestions resources

BLOGS

- How One Midsize Pharma Made HCP Calls Less Daunting

- Meet our Data Science Partners: The Power Behind Veeva CRM Suggestions

WEBINARS

- Learn How Sunovion Uses Data Science to Improve Customer Engagement

RESOURCES

- Webpage

- Product Brief

- Demo

- Data Science Partners

SUPPORT

- Technical Help Guide

PRESS

- PharmaVoice: How to Turn White Noise into Recommended Strategies

- **PM360:** Analytics-driven Marketing

- **MM&M:** Partner Forum: Will Predictive Analytics Sel

- **FiercePharma:** Take the Guesswork out of Sales: Predictive Analytics Improves Pharma Rep Decisions

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