

Executing a Global Omnichannel Strategy at a Local Level

Success tips from three leading biopharma companies



TACTIC

LEO Pharma fostered direct collaboration between global and local teams by co-creating go-to-market strategies. They also addressed different market specificities such as preferred channel, and variations in omnichannel maturity levels. LEO Pharma needed to adapt to the British market regulations for example, where HCPs can receive no more than three unsolicited calls per year.

RESULT

Field teams have better visibility and insights into the global strategy and have the flexibility to tailor the approach for each region, overcoming the global-local divide.



TACTIC

Sanofi used integrated territory feedback and HQ data to gather structured feedback from a global level and field teams. They translated it into actionable engagement insights to improve the customer experience.

RESULT

The company can now select the most relevant channels and content for HCP engagement with ease, leading to more precise and effective interactions.

**LEADING
BIOPHARMACEUTICAL
COMPANY**

TACTIC

A top 20 biopharma with a strong international footprint established a global center of excellence for field planning. They identified internal champions with early access to Veeva Align and trained them to serve as ambassadors.

RESULT

With the support of the trained experts, the other field team members adopt Align without complications and swiftly embrace the omnichannel field planning strategy across different markets.

Read more about [LEO Pharma and Sanofi's field planning journey](#)