

Service-Oriented HCP Engagement: Efficient Service with a Human Touch

A service-oriented engagement model gives customers virtual and self-service tools for instant answers with a human touch. It also makes the ‘pull model’ a reality: When an in-person meeting isn’t ideal but compliant inbound chat is available, healthcare professionals (HCPs) start conversations with reps 30% of the time¹. Likewise, outbound inside sales extend the reach to more customers, paving the way to deliver additional support and services.

Changing customer needs are shaping industry trends

ALWAYS ON

Customers seek instant answers and real-time support in an on-demand world.



80%

HCP read rate for chat, double that of rep-triggered email (40%)²

VIRTUAL AS EXPECTED CHANNEL

Video extends the reach and offers high-quality engagement between in-person meetings.



75%

of HCPs would like to keep or increase their digital interactions with the industry³

ONE COMPANY

Call triaging and case collaboration across business groups help teams present as one company.



23%

increase in marketing effectiveness for brands that unify sales and marketing outreach⁴

SELF-SERVICE

Digital self-service options are essential in adding value and generating customer pull.



45%

average increase in customer satisfaction after companies adopt self-service solutions⁵

AI FOR THE CUSTOMER

AI is changing how people interact with technology, enabling AI-driven exchanges to improve the overall experience.



78%

of customers say it is important for voice- and chat-conversational AI to recognize them and remember their preferences⁶

¹ Veeva Pulse Field Trends report, Q3 2023

² Veeva Pulse Field Trends report, Q3 2023

³ Veeva Pulse Field Trends report, Q2 2022

⁴ Veeva industry report, 2023

⁵ 14 Reasons Companies Should Invest in Customer Self-Service, Service Target

⁶ The empowered consumer, Accenture, April 29, 2024

6 foundational steps to elevate your service-oriented strategy

Unify sales and service

01

Eliminate information silos. Consolidate contact centers and provide collaboration tools in your contact center to connect service and sales teams. These steps help reps provide the right information for the HCP with fewer follow-ups.

Offer compliant inbound chat

02

Make it easier for HCPs to get answers and keep your customer-facing teams ‘in the room.’ Use an industry-validated channel rather than building from scratch to avoid complicating the HCP experience.

Use a service center approach

03

Connect inbound case management and outbound engagement. Use inside sales teams powered by contact center capabilities to extend your reach, enable the delivery of more services, and enhance field efficiency.

Provide scalable, self-serve digital options

04

Asynchronous self-service digital solutions in your CRM are always on for HCPs and won’t complicate their experience.

Explore GenAI with trusted partners

05

Use a GenAI CRM chatbot to quickly help teams find content and answers. Add voice control as a time-saving feature of a GenAI-enabled CRM user interface.

Reconfigure the rep

06

Preserve the field force’s effectiveness as a first-class marketing channel by ‘unbundling’ selected functions from the team. For example, deliver more services remotely with inside sales.

A service-oriented engagement model is helping life sciences companies deepen HCP relationships and mitigate challenging access.

Learn how to **transform customer experience with Service Center** by personalizing every interaction with integrated inside sales and contact center capabilities directly within CRM.

