

Intelligent Connections for Smarter Customer Engagement

Connected Intelligence in Action with IQVIA OCE

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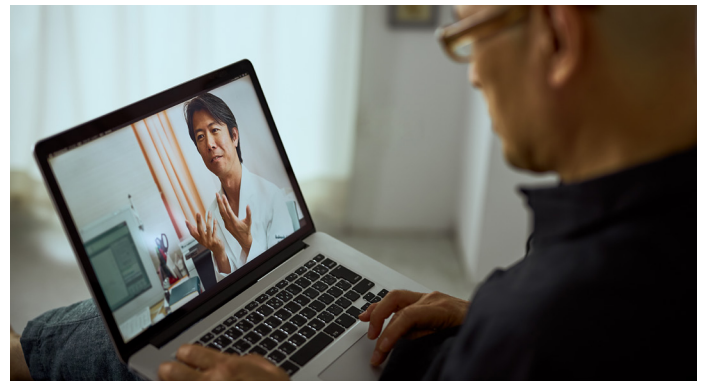
There is no denying that the pandemic has changed commercial operations and accelerated digital transformation in life sciences. For most companies, it was a wake-up call of how fast conditions can change and how an agile, digitally-equipped workforce is not just a “nice-to-have,” but a must-have. Successful customer engagement now requires greater precision, speed and scale – and IQVIA was well-positioned for this change.

[IQVIA Orchestrated Customer Engagement](#), otherwise known as “OCE,” was built to help teams create personalized, timely and compliant engagements driven by embedded intelligence and technology that understands the way life science works. Powered by IQVIA Connected Intelligence™, OCE enables smarter engagement, ensuring every customer stakeholder is aligned of all personal and digital touchpoints and has the tools to engage HCPs in a way that is contextually relevant for each customer.

BREAKING DOWN COMMUNICATION SILOS

Often you find that life science commercial teams operate as workflows functioning independently and concurrently, causing a limited view of HCP preferences and inconsistent data captured from past interactions. This lack of visibility creates not only operational inefficiencies within the organization but also a disjointed and unsatisfactory customer experience.

A key concept of our connected engagement model is that the customer, rather than the commercial user, is at the center. With OCE, every customer interaction can be precisely targeted and personalized to the individual



HCP -- based on real-time data on contact preferences and past behaviors with the company.

From executing smarter engagements with our OCE Personal and OCE Digital solutions – to ensuring optimized management of end-point engagements with OCE Optimizer – to helping HCPs self-manage and securely access compliant content and services within our OCE Connect portal – we help commercial teams take a customer-centric approach to drive real results within each consecutive HCP touchpoint.

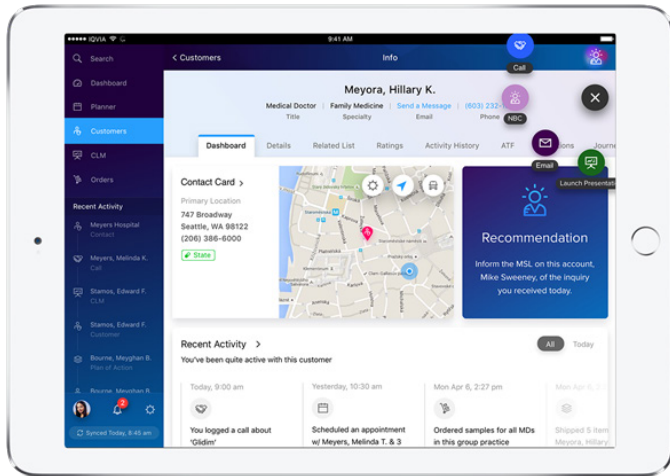
Our integrated platform provides user-friendly, connected technology for each customer function, allowing commercial teams to coordinate decisions and activities across channels, centralize operations and personalize every engagement to HCPs’ constantly changing needs.

In doing so, you can break down the barriers between sales, marketing, medical and operational teams so that all commercial stakeholders have full visibility of what everyone is doing with respect to the customer.

LEVERAGING AI TO ENGAGE THE RIGHT WAY

To manage all the added layers of complexity in today's digital environment, commercial organizations must ensure they engage with an ever-increasing set of healthcare professionals in a way that's contextually relevant for each customer.

OCE embeds intelligence within persona-based workflows, accelerating adoption and bringing insight into the hands of end-users to recommend, predict and automate tasks that drive more relevant and tailored interactions for each customer.



Receive contextual recommendations for the best time to launch a campaign, alerts on engagement preferences of a target HCP, or the best topics for an upcoming meeting with a thought leader – all without leaving the OCE platform or manually pulling past activity records.

Taking it even a step further, our connected ecosystem enables a “closed-loop learning process” that continuously feeds performance data back into the organization, so commercial teams can course correct and adapt in real-time to optimize targeting and segmentation. This not only improves decision making across all commercial roles but allows teams to optimize resources, increase the success of marketing tactics and execute consistent omnichannel engagement.

At IQVIA, we believe digital transformation in pharma will continue at a rapid pace -- and we remain focused on accelerating the path to digital maturity with Connected Intelligence™ and capabilities to further drive automation, intelligence and efficiency for all commercial users and customers.

Tune in to our next blog to learn more about these capabilities and key success factors to implement a smarter customer engagement strategy.

*Ready to deliver a new level of personalization to your customers?
[Schedule a demo to experience OCE in action.](#)*