

Top 10 Pharma Company Selects IQVIA OCE to Drive Smarter Decisions and Unleash New Opportunities – Faster

One of the world's largest biotech companies adopts IQVIA's customer engagement platform to deliver more personalized HCP interactions

Challenge

A global leader in pharmaceuticals and diagnostics was looking to replace its outdated CRM application that was fragmented and expensive to maintain. Their expanding specialty therapeutics portfolio demanded coordination of multiple customer-facing functions as well as scientific and promotional engagement programs.

The client's focus was to put the customer first in everything they do. They wanted a dynamic, integrated platform that delivered more deliberate and meaningful interactions with customers across all engagement channels. The shared vision was to create a connected commercial ecosystem that provided a comprehensive view into customer preferences and delivered intelligent omnichannel engagement.

Solution

The top 10 pharmaceutical company chose IQVIA Orchestrated Customer Engagement (OCE) for a scalable, omnichannel commercial solution that would adapt to their dynamic business model. Backed by the power of IQVIA Connected Intelligence™, OCE integrates numerous data sources, advanced analytics, and machine learning to reveal previously unseen insights, drive smarter decisions, and unleash new opportunities – faster. By embedding intelligence across end-user workflows and surfacing



insight when and where it's most effective, commercial teams can deliver the right resources to HCPs at the right time to increase agility and accelerate results.

OCE enables customers to transform their fragmented IT landscapes into a customer-centric commercial ecosystem, helping to align stakeholders across the organization with greater precision, speed, and scale to foster a true team selling model.

Key decision drivers

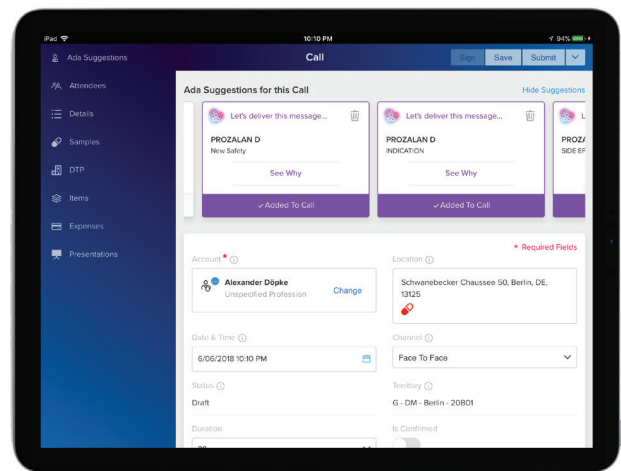
- Partner with an innovative healthcare technology leader to uncover new insights for smarter decision-making
- Improve the bottom line with a platform that leverages AI/ML to engage HCPs in a more contextually relevant way
- Promote a team-selling model with seamless information sharing among all customer stakeholders
- Optimize the customer journey with coordinated omnichannel engagement plans and real-time adaptation to changing HCP preferences

“ We need to help our teams share previously siloed information and offer each customer the personalized experience they expect today based on real time insights.”
— Top 10 Pharma Commercial Leader

Results

By implementing IQVIA OCE, the global biotech leader can quickly adapt to new market dynamics, fine-tune sales plans and optimize engagements in response to HCP needs. The user-friendly platform connected multichannel sales and marketing functions to improve decision making and go to market execution. The combination of IQVIA's domain expertise, integrated data, and ongoing support services enabled the pharmaceutical company to seamlessly begin deployment of the OCE platform to over 15,000 users across more than 100 countries.

By providing functional teams with intelligent insights about HCPs that follow the entire customer journey, the client has dramatically improved alignment across customer-facing roles. IQVIA OCE has enabled them to execute highly targeted sales strategies that support their vision to deliver more personalized customer engagements and ultimately create a smarter, connected commercial ecosystem.



Embedded intelligence within user workflows provide smart suggestions to make HCP engagements more effective, including next best customer and next best actions.