



Case Study

Productivity Improvement Across Veeva
Multichannel CRM

Premium Support Model



Overview

Due to the rapid digitalization of commercial functions, a top Life Sciences company chose to implement Veeva CRM Engage and Veeva CRM Approved Email to expand its reach to remote customers and improve overall field effectiveness. They had a near-term goal of increasing field sales by 10% within the first year, and 25% within 3 years.

After performing a comprehensive assessment, the Eagle 360 team determined that to reach these goals they not only needed a user adoption strategy for rolling out Engage and Approved Email, but also needed to improve productivity in the Veeva CRM and CLM functions.

Solution

As part of that strategy, the Eagle 360 team implemented an end-to-end solution to maximize productivity.



Curriculum Redesign

One of the first steps was to consolidate all Veeva Multichannel CRM training into one blended curriculum, with branching curricula depending on role and function. This would accelerate time-to-territory for New Hires by a minimum of 2 weeks and reduce time out of territory for existing user refresh training.



Portfolio Optimization & Integration

Over the next 6 months, launch training was developed for Engage and Approved Email. Existing training materials were updated & consolidated for maximum efficiency while still targeting business-relevant content.



Artificial Intelligence to Support Performance

Key stakeholders were interviewed to understand key metrics of success for the team. These metrics were then tracked through an on-demand and performance-focused format in **EverTrain**, an AI-powered portal integrated with the existing LMS.



Sustainability with Continuous Performance Enablement

As the launch training was being developed, a sustainability strategy was developed for all Multichannel CRM functions. By the time Engage & Approved Email training were launched, the sustainable model for Multichannel CRM training was already in place.



Change Management Strategy

A change management strategy was enacted to deliver key messages to end users.



Robust Adoption Strategy

All roles were trained within Eagle's adoption methodology framework and knew where to go for reinforcement material. Surveys were conducted to capture feedback at 30, 60, and 90 days, in an effort to report back on user adoption and identify opportunities for ongoing learning interventions.

Tangible Business Impact

With Eagle 360 for Veeva, our customer was able to exceed their field sales goals within the first year with dramatic improvements in productivity and onboarding time-to-territory for new hires.

15%

Increase in field sales within the first year

60%

Productivity improvement across existing CRM functions

33%

Reduction in time-to-territory for New Hire Veeva CRM onboarding

92%

Adoption of new CRM functions (Engage and Approved Email)

50%

Consolidation of existing Veeva Multichannel CRM curricula

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