

Midsize Life Science Company Optimized Field Force Execution by Adopting IQVIA OCE+ to Drive Better Engagement and Sales Growth

Leveraging a CRM built to contextually deliver AI/ML-driven insights to the field force led to strong adoption and quickly improved customer engagement and sales uplift

Challenge

A midsize global life science company recognized their ability to improve field force execution while coordinating with non-personal engagement channels was limited by their current digital ecosystem. The company wanted their sales teams to be more efficient while maximizing topline growth — but recognized that marketing investments into new non-personal channels were lost if the overall customer experiences were not fully aligned with field teams' personal engagements. Ahead of a major expansion to their portfolio of in-market brands, the company realized they needed to quickly improve HCP engagement across all channels to remain competitive and optimize field force efforts.

Approach

The client established clear priorities to best deliver guidance to their commercial team that could be easily understood, quickly actioned, and accurately focused on the best opportunities for growth. This was an opportunity to provide field users with a more up-to-date, intuitive customer engagement application to optimize use of assets and ensure impact through strong adoption of insights and the new ways of working.



The company conducted a typical assessment, examining and benchmarking customer engagement solutions from several healthcare technology providers, with the ultimate goal to empower teams to maximize sales by engaging the right HCPs on the latest treatments.

Key criteria in their technology assessment included, but not limited to:



Optimization of field tactics and communications



Intelligence to derive actionable insights and improve decision making



Automated tracking and analysis of KPIs



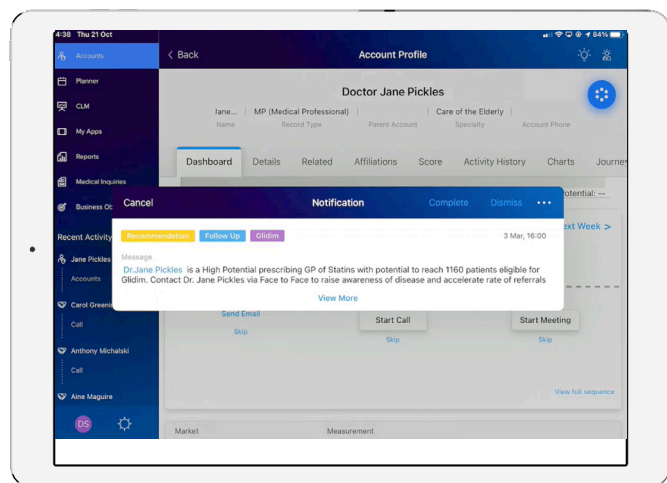
Ease and speed of implementation



Flexibility to meet evolving business needs

Solution

The company chose IQVIA OCE+, a solution that brings together IQVIA [Orchestrated Customer Engagement](#) (OCE) platform and the IQVIA [Next Best Action](#) AI recommendation engine. When benchmarked against the competition, OCE+ scored higher across the board. Its ability to embed AI/ML-driven actionable insights for the field team to engage customers both in-person and through digital channels better positioned the commercial team for improved productivity and increased ROI. Further, the client acknowledged that IQVIA's strong vendor partnership and support model offered a clear differentiator as it is inefficient and costly to frequently assess and manage multiple vendors to support all of their organizational needs.



OCE+ is built on Salesforce and backed by IQVIA Connected Intelligence™, linking embedded end-user workflows and insights to help commercial teams receive the right resources at the right time to accelerate agility and increase success rates. OCE+ represents the next step in the customer engagement evolution, not only for its ease of use, superior UI/UX, integration of data and tools enabling optimized field force execution, but for bridging personal and non-personal tactics for better customer engagement and experiences.

Results

Rapid Deployment with Seamless CRM Migration

IQVIA OCE+ enabled more personalized, compliant interactions between life science companies and healthcare professionals. The platform's optimized design and extensive functionality ensured that the **previous CRM configuration and customizations from different solutions could be migrated to OCE+ in 10 weeks.**

Leveraging IQVIA's proven accelerated migration approach, OCE rapidly enabled integration with reporting, sample management, and expense management tools, as well as created new business efficiencies with differentiating Search Before Create capabilities. OCE eliminated duplicative activities and streamlined time-consuming processes resulting in **immediate improvements to field force productivity and tool satisfaction.**

Increased Adoption with AI/ML-Guided Engagements

To take clear steps toward omnichannel engagement and improved customer experiences, the client implemented IQVIA's AI/ML-driven Next Best customer prioritization and suggestions. These insights accurately predicted potential customer sales in response to engagement patterns on a weekly basis and were leveraged by the sales teams to capitalize on the biggest opportunities for growth. In addition, email follow-ups were also suggested to maintain engagement of HCPs with little admin burden on the sales team.

IQVIA was able to rapidly deploy the out of the box Next Best algorithms and incorporate client changes to new Rx measurements and segmentation approaches to produce **live rep suggestions in less than 3 weeks.**

With a structured roll out and change management support, **user adoption was over 80% by week 4** and the field team feedback was extremely positive.

All agreed that **suggestions were actionable and easy to follow**, and the overwhelming majority noticed that **OCE+ found overlooked engagement opportunities.** The recommendations were contextually surfaced, so the large majority also saw the **value as a decision support and call planning tool.**

Immediate Sales Uplift

With OCE+, the team could access the right information at any time and from anywhere in the platform, leading sales representatives to take prompt action to improve their weekly call planning, execution, and expanded email engagements. The team also found it helpful that OCE+ streamlined activities for call recording and emailing with pre-populated information. Additionally, recommendation acceptance tracking enabled Next Best AI/ML to learn and continuously improve guidance sent to field teams. With the strong adoption of these advanced capabilities, compared to the control territories, **the business saw immediate sales uplift:**



4.9% increase in TRx and 6.5% increase in NBRx as early as 4 weeks after the program start



Higher sales growth held even after 3 months of the program start and seen across high and low volume customers



Projected ROI of 8:1

KEY DECISION DRIVERS:

- Leverage Salesforce-based platform that improves field force productivity through ease of use, seamless data and insight integration, and optimized business efficiencies
- Have a proven and fast migration framework that minimizes rep interruption and leads to better user experience with the new CRM engagement tool
- Enable the first step in the omnichannel journey by turning on AI/ML producing recommendations for calls and emails within the existing technology ecosystem
- Contextually deliver actionable insights to the field force driving strong adoption and ultimately increased uplift and multifold increase in ROI

"We required an engagement solution that allowed our sales teams to provide a high-level of personalized interactions with our healthcare providers. IQVIA's OCE+ allows them to adapt in real-time to the changing need of our customers."

— Commercial Leader