Veeva CRM Innovation Guide

Veeva CRM Approved Email

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OVERVIEW

Veeva CRM Approved Email lets you send tailored, approved content through email to extend your personalized interactions with customers, without compromising compliance.

Veeva CRM Approved Email is an email solution built into Veeva CRM that helps you connect with hard-to-reach customers and facilitate a personalized, relevant dialogue. Field reps can easily push content at any time in just a few taps, accessing pre-defined templates and approved content.

Because documents are stored in a secure content management application in the cloud, messaging is always up-to-date and compliant, regardless of when an email is sent or opened. With detailed reporting, reps can check the status of what's been sent, opened, or clicked in real time for better follow-up with customers. Marketing teams have insight into customer behaviors, like open and click through rates, to improve customer centricity.

Veeva CRM Approved Email is available on online and mobile CRM platforms.

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TIPS & TRICKS

› CHANGE MANAGEMENT

Have a change management strategy. Educate field reps about how Veeva CRM Approved Email goes beyond traditional email to enhance customer interactions before, during or after face-to-face meetings. Provide ongoing scenario training and feedback sessions to illustrate how the solution guides them to compliantly deliver the right content at the right time. To gain executive support, consider putting sponsors in place from sales and marketing to shape the scope of the program and approve major decisions.

› CONTENT PLAN

Create a content plan. To improve the quality of customer interactions from day one, have a content plan ready that identifies usable content, establishes a publication schedule, and includes a content refresh strategy. Start by taking an inventory of existing email templates and content you may want to reuse. Decide who will design templates and the frequency of new content creation. Since all Veeva CRM Approved Email activity is tracked, you can establish regular metrics to monitor the success of your program.

› EMAIL ADDRESS SOURCING

Consider email address sourcing. Having accurate email addresses is key to a successful launch. Start early on if you need to build out your database of emails. If you plan on purchasing email lists, Veeva can provide over a million HCP email addresses from trusted, reputable sources. Permissions are kept up-to-date by a team of data stewards, increasing the effectiveness of your email program. Regardless of how you source your email data, determine a plan for keeping email addresses current.

CUSTOMER SUCCESS

Learn how Sanofi Pasteur MSD used Veeva CRM Approved Email to deepen customer engagement across the vaccine market.

Implementation Sanofi Pasteur MSD was growing rapidly and was about to launch new vaccines across Europe. The company took the opportunity to switch from regionalized, paper-driven processes to a single cloud platform from Veeva in order to increase efficiency and improve customer relationships. Launching across 19 markets globally, Sanofi Pasteur MSD was able to quickly extend customer engagement using many different channels, including email, face-to-face, and web, all from a single CRM solution.

Early feedback Using Veeva CRM Approved Email, Sanofi Pasteur MSD gained customer insights that weren't previously available, and was able to expand the number and quality of customer interactions using the same resources. As adoption increased and customer relationships improved, so did demand from healthcare providers for updated, relevant content all of the time, across all channels.

Current situation Veeva CRM Approved Email has helped Sanofi Pasteur MSD better segment healthcare providers based on actual behavior. In some countries, more than 50% of customers are clicking through emails to see content, compared to the industry norm of 2.6%. Teams can follow up face-to-face meetings with increasingly relevant information about specific diseases and vaccine areas, resulting in a more coordinated and meaningful multichannel experience.

Read the full case study to learn how Sanofi Pasteur MSD deepened customer engagement using Veeva CRM Approved Email.

RESOURCES

Veeva CRM Approved Email resources

CUSTOMER STORY

- Dyax Gains a Foundation for Multichannel Customer Engagement in the Cloud

PRESS

- Bayer HealthCare and Dyax Join Growing Roster of Life Sciences Companies Leveraging Veeva CRM Approved Email to Better Reach Customers

WEBINARS

- Veeva CRM Approved Email – Guidelines for Success

RESOURCES

- Webpage

- Solution Brief

- Demo

- Video

- Infographic

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