

Global Veeva Tier 1 and Tier 2 Support

Customer Profile

Founded in the 1960s, the client is a multinational corporation that develops pharmaceuticals, vaccines, medical devices, and consumer packaged goods.



Business Challenge

The client had over 6,000 field sales personnel located in 52 countries across EMEA and LATAM. The current support model was highly decentralized leading to the following challenges:

- Varying support services in different markets
- Lack of consistency in SLAs and performance targets
- Engagement with multiple vendors resulting in high operating costs
- Excessive burden on local sales operations staff to provide administrative support

The client was seeking a vendor who could provide a user-focused, cost-efficient, centralized 'Veeva' support model with comprehensive services and consistent SLA performance.



Our Solution

HCL Technologies partnered with the client to provide a centralized and multi-lingual EU-based Veeva support model. The support model utilized the 'Salesforce chatter' platform as the primary tool to connect 6,000+ users in 52 countries covering 12 languages. Voice support was also available for more complex cases. Services were delivered from the operation center in Sofia, Bulgaria to provide Tier 1 and Tier 1.5 support, while the Hyderabad center in India was utilized to provide Tier 2 support.

HCL Technologies' support model leveraged the power of social community support on the Salesforce chatter platform to provide self-service support seamlessly coupled with a high-resolution Veeva service desk. The community support model helped reduce costs and increase coverage.

The solution also included a central Veeva Administration Service staffed by Veeva-certified administrators delivering enhanced administrative services with a consistent response and resolution performance. Administrative services include service request fulfillments, application, and interface monitoring, and basic troubleshooting of batch jobs, recurring operations tasks, and pre-approved system changes.



Value Delivered

- Customer satisfaction scores consistently greater than 95% across all the supported regions
- Reduction in cost of service by over 50%
- The average resolution time was reduced by 60% and the resolution rates were increased by leveraging the deep expertise and knowledge in life sciences and Veeva systems

