

Veeva Engage Meeting

Training and service desk for a global pharmaceutical leader

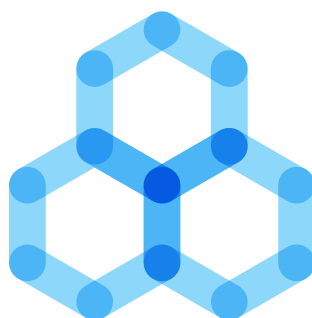


Customer Description

The client is a global pharmaceutical leader focused on developing, manufacturing, and commercializing branded pharmaceutical, device, biologic, surgical, and regenerative medicine products for patients around the world.

Business Objectives

- Equip and prepare the client training leads, business leaders, coaches, and sales leaders with information and knowledge to introduce the 'Veeva Engage Meeting' solution as a new channel to interact with Healthcare professionals (HCP)
- Train the sales representatives and managers to connect with their customers using 'Veeva Engage Meeting'
- Train and support users to e-effectively use 'Veeva Engage Meeting' through all steps in the process - planning, executing, and follow-up
- Rapid triage and resolution of access requests, 'how-to' questions, and issues



Areas of Engagement

Train-the-trainer, end-user training, and service desk on the use of 'Veeva Engage Meeting' by inside sales and hybrid sales representatives

Original Approach (pre-COVID)

Training program development included the following

- ▶ Instructional design that included class agendas, instructor guides, presentations, and participant exercises
- ▶ Reference guide, including best practices
- ▶ HCP introduction to engage quick tip card
- ▶ eLearning modules for iPad and browser implementations

Change management activities that included the following

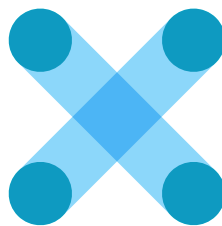
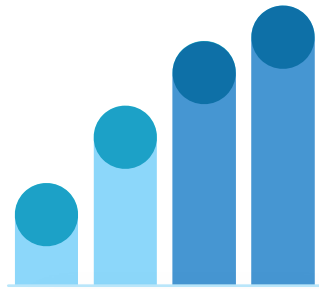
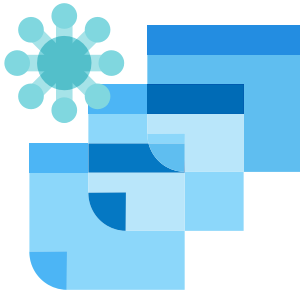
- ▶ Sending and analyzing pre-deployment surveys
- ▶ Creating advanced communications
- ▶ Development of coaching tools
- ▶ Knowledge transfer from Veeva admin team to service desk team

Project Progression due to COVID-19

The pilot deployment was successful with inside sales representatives training in Brazil. After Covid, the approach changed to expand the user training to all the field sales representatives. Some of the most valuable elements of the deployment in the post covid times were users' preparation to approach HCPs, an adaptation of the selling approach to the new channel, and coaching & feedback during practice sessions.

In consultation and joint planning with the client:

- ◀ A virtual training plan was developed and executed with two high priority markets - Italy and Japan, and then deployed globally
- ◀ Training videos localized for each global market
- ◀ Service desk prepared for call spikes



Value Delivered

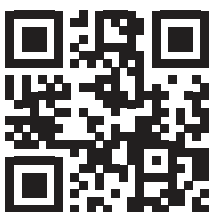
- ▶ Developed a comprehensive approach to deploy 'Veeva Engage Meeting' globally
- ▶ Trained 1700+ sales personnel in less than three months
- ▶ Successful pilot with average training evaluations of 4.26/5.0
- ▶ Service desk customer satisfaction at >95% and first contact resolution >66% of all contacts
- ▶ Rapid adjustment and flexibility in response to COVID-19 crisis



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