



Customer Success Story

Sanofi Pasteur MSD's Digital Transformation Deepens Customer Engagement

Sanofi Pasteur MSD, the only European company entirely dedicated to vaccines, took its first steps toward digital transformation. The company deployed innovative cloud technology from Veeva to all of its markets as it prepared to launch three new products. Sanofi Pasteur MSD's goal was to gain richer customer insights, greater cross-channel visibility and coordination, and improved interactions through new digital channels. With each step forward, Sanofi Pasteur MSD experienced significant improvements in operational efficiency, compliance, and, most notably, customer engagement. As a result of Veeva cloud technology, the company digitally transformed its commercial operations and shifted from a predominantly paper-driven, single-channel commercial model to a globally harmonized multichannel organization.

The Challenge

Sanofi Pasteur MSD was growing rapidly, and with each new affiliate came another disparate customer relationship management (CRM) system. After a few years, the company amassed a number of different systems that created silos between teams. Duplicate content was re-created in each region. Promotional reviews, still done on paper, slowed progress. And customer engagement suffered. In order to transform its commercial operations worldwide, Sanofi Pasteur MSD determined it needed a single, global solution with multichannel capabilities and integrated content management to provide a holistic view of the customer and drive orchestrated engagement.

Key Highlights

THE CHALLENGE

Fragmented systems and channels across commercial operations limited customer insights and effective engagement.

THE SOLUTION

A single cloud platform, multichannel Veeva CRM, streamlined digital engagement globally across channels.

BENEFITS

- Increased level and quality of customer engagements
- More than 50% email click-through rates
- Higher customer reach and frequency
- Improved marketing and sales alignment and coordination
- 38% reduction in MLR reviews for faster time-to-market of content
- 17% efficiency gains in year one, and 33% expected annually thereafter through global content reuse

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- Antoine Blanc, Director of Commercial Excellence, Sanofi Pasteur MSD

The timing was right, too, as Sanofi Pasteur MSD prepared to launch new vaccines across Europe.

“Our product launches were critical for the company so we took this opportunity to recommend a fundamentally new customer engagement approach,” explained Alexandre Gultzgoff, Sanofi Pasteur MSD’s deputy director of IT. “With management’s support, we searched for a modern technology platform that would enable our digital transformation and have the flexibility to evolve as our needs change long-term. With a single platform, we could make the fast switch from regionalized, paper-driven campaigns to global, customer-centric digital engagement.”

The Solution

Sanofi Pasteur MSD turned to Veeva for a complete set of commercial applications on one platform – all easily accessible in the cloud. With Veeva, SPMSD is bringing together compliant content and multichannel engagement, enabling a complete view of the customer to deliver valuable interactions that provide customers with the right information at the right time. SPMSD deployed multichannel Veeva CRM and Veeva Vault PromoMats for commercial content management across 19 markets globally.

Dramatically Improved Multichannel Engagement

Sanofi Pasteur MSD determined that multichannel Veeva CRM, part of Veeva Commercial Cloud, was the most comprehensive and dynamic solution capable of supporting the needs of a complex vaccine market with different customer types across various markets. “The vaccines market is very different than traditional pharma, with a broader range of diverse stakeholders,” explained Antoine Blanc, director of commercial excellence at Sanofi Pasteur MSD. “Veeva CRM’s flexibility is critical, allowing us to make adjustments to meet the specific needs of each type of customer. We can now coordinate customer engagement across many different types of channels, including email, face-to-face, and web, in a single solution.”

The company has since unified its global commercial strategy and incorporated new, digital channels with the Veeva CRM suite of applications, including:

- Veeva CLM to gain powerful insight for face-to-face customer engagement;
- Veeva CRM Approved Email to extend reach and send compliant, personalized content;
- Veeva CRM Engage for Portals to provide HCPs self-directed online access to e-details from any device; and
- Veeva CRM Events Management to plan and execute events of all types.

Field teams and brand managers jumped in quickly and Sanofi Pasteur MSD tripled the expected adoption rates six months ahead of forecasts. User satisfaction was also remarkably high. In an enterprise-wide internal survey, more than 80% of users said that they would recommend Veeva CRM. As adoption rose, Sanofi Pasteur MSD also saw growing demand for digital content. The level and quality of customer engagements increased significantly as a result of new digital channels and rich CLM-driven interactions that were used in more than 60% of all calls.

“As user adoption rates rose, so did customer engagement. It became clear that we needed to change content much more frequently to maintain pace with customer enthusiasm and keep them fully engaged, all of the time, across all of our digital channels,” added Gultzgoff.

Seamlessly Integrated Commercial Content

To efficiently and compliantly meet global demand for content, Sanofi Pasteur MSD adopted Vault PromoMats for managing and maintaining compliance of commercial content across the entire digital supply chain. Vault PromoMats enabled Sanofi Pasteur MSD to centralize content production globally while providing local regions with the ability to adapt content to meet specific regulatory or cultural needs. Now, Sanofi Pasteur MSD can better track where an asset is being used, for what purpose, and retire expired assets quickly to reduce risk. At the same time, the company’s global agencies have full visibility of and easy access to commercial assets – across many regions and partners – in the cloud. Content reuse has reduced costs, improved compliance, and accelerated the pace of asset delivery.

“Vault PromoMats provides us with a single content master library that local product managers can access, search, and find what they need quickly. We now have greater control and visibility of assets and how they are being used, and expect a return on investment in less than six months due to content reuse alone,” said Gultzgoff.

In order to ease the transition and alleviate local marketing teams’ concerns over losing autonomy over content development, Sanofi Pasteur MSD enlisted a global team consisting of key marketing representatives from each country to design the new, core commercial materials. “Each country had a voice and, as a result, is embracing our global remodel,” Gultzgoff added.

Since rolling out Veeva Vault PromoMats, Sanofi Pasteur MSD has cut time-to-market of commercial assets by at least three months in many of its largest markets. Additionally, Sanofi Pasteur MSD projects that it will reduce the number of hours spent conducting medical legal regulatory (MLR) content reviews by 38% in the first year alone and forecasts this to improve to 50% annually.

Results

Increased Customer Interactions

Sanofi Pasteur MSD significantly increased the frequency and reach of its customer engagement without the addition of more sales reps. For example, using Veeva CRM Approved Email, sales reps interact with customers more often to help create ongoing personal relationships. In some countries, Sanofi Pasteur MSD has achieved open rates of 54% of rep-sent emails and average 50% on click-through, which is significantly higher compared to industry averages of 20.06% for open rates and 2.6% for average click-throughs.¹

“Veeva CRM is a digital enabler of cross-channel engagement that has helped us move beyond face-to-face interaction,” said Blanc. “We are forming lasting connections with our customers while at the same time remaining fully compliant through our multichannel interactions with healthcare professionals and other key stakeholders globally.”

In addition to expanding the customer journey across channels, Sanofi Pasteur MSD has also engaged with customers in a more compelling way with Veeva CLM and interactive iPad presentations. Up to 70% of the company’s sales calls now involve closed loop marketing during the launch period of a new drug, and users report that they are able to hold customer attention significantly better with richer, dynamic content.

¹ Email Marketing Benchmarks, “Average Email Campaign Stats of MailChimp Customers by Industry,” April 4, 2016. Compiled by MailChimp. For details, visit: <http://mailchimp.com/resources/research/email-marketing-benchmarks/>

“Using Veeva, everyone across our commercial team works in lockstep with each other and are no longer limited by siloed views of the customer.”

- Alexandre Gultzgoff, Deputy Director of IT, Sanofi Pasteur MSD

Complete Global Harmonization

Since adopting Veeva CRM and Vault PromoMats, Sanofi Pasteur MSD has united its commercial organization worldwide for a common understanding of the customer across the organization, improving brand alignment and coordination of engagement. This common view enables highly orchestrated customer engagement activities globally, as sales teams have visibility into marketing campaigns and vice versa.

“Multichannel Veeva CRM allows for greater planning as well as a holistic view of customer responses to each communication,” said Blanc. “We have customer insights that were not possible before, such as channel and content preferences and eventually, online browsing habits. Now we can coordinate engagement to avoid duplication of efforts and ensure that the customer has a more seamless, personalized experience with Sanofi Pasteur MSD.”

Increased Operational Efficiency

Sanofi Pasteur MSD standardized processes enterprise-wide, resulting in dramatic increases in operational efficiency. For example, Veeva Vault PromoMats streamlines content development, distribution, and withdrawal of all commercial assets and encourages content reuse for additional cost savings. Sanofi Pasteur MSD projects overall efficiency gains of 17% in year one, and 33% annually in years two through five – largely as a result of less redundant content development efforts from global content reuse.

Looking Ahead

Sanofi Pasteur MSD’s commercial transformation is ongoing and its IT and business teams continue to collaborate on ways to efficiently and compliantly align the global commercial organization around the customer while leveraging preferred channels.

Sanofi Pasteur MSD has expanded its use of Veeva Commercial Cloud solutions with Veeva CRM Events Management in Germany, a market largely driven by meetings and face-to-face engagement, in support of an impending product launch. The company wants to harmonize events management across all of its affiliates, reliably capturing all meeting information with clear workflows to improve compliance with transparency disclosure regulations.

SPMSD’s digital transformation will enable them to gain better customer insights across all of their channels, including events. They will be able to segment healthcare providers and other stakeholders based on actual behavior so teams can follow face-to-face calls with increasingly relevant information around specific disease and vaccine areas. Ultimately, SPMSD can create a coordinated, more meaningful multichannel experience for their customers.