



“ We implemented Veeva CRM in less than 2 months, and have 100% user adoption – we couldn’t believe it until we saw it! ”

- Teresa Rivera
Sales Force Effectiveness Manager
Mundipharma Spain



VEEVA SUCCESS STORY Mundipharma Spain

THE CUSTOMER

Mundipharma and its independent associated companies are committed to improving the health and quality of life of people everywhere. Over the last 50 years, their associates have become leaders in pain management, developing new drugs and patented formulations to relieve chronic pain for patients and to help them improve their lives. Mundipharma also have a strong presence in onco-hematology treatments to help transform the lives of even more patients.

THE CHALLENGE

Mundipharma sales representatives had been relying on an antiquated customer relationship management (CRM) system that had very limited functionality and was difficult to integrate. Outside of call reporting and expense recording, the on-premise CRM system didn’t meet Mundipharma’s growing needs, especially as it set out to launch a new analgesia product.

“We had a manual system where all of our sales information, including physician lists, budgets, call tracking, and customer profiles, was stored in different areas,” said Teresa Rivera, sales force effectiveness manager of Mundipharma Spain. “Reps were forced to seek out all of that data to build their own lists and reports – a highly inefficient process. We needed a modern solution that would better support our sales team and administrators.”

THE SOLUTION

Mundipharma began the search for a new CRM solution, narrowing it down to three options from leading CRM providers. After carefully reviewing the technology and testing the usability of all three systems with the sales team, Veeva proved the frontrunner. Plus, Veeva promised it could install the system, have it operational and train all users within Mundipharma’s tight timeframe of three months.

“When we saw the Veeva CRM suite, we knew immediately this was the solution for us due to its flexibility and ease of use – the two key factors in our search,” Rivera said. “Additionally, Veeva was the only vendor who could deliver the

ABOUT VEEVA CRM

The Veeva CRM suite of applications, comprised of VBioPharma, iRep, VMobile, and VInsights, is the pharmaceutical and biotechnology industry's leading cloud-based CRM solution. In addition, iRep has quickly become the industry's choice for closed loop marketing on the iPad. Only Veeva CRM accommodates the unique needs of multiple commercial teams in a single solution, improving user adoption and sales effectiveness, while reducing cost and complexity. Veeva CRM is now the foundation on which the pharmaceutical industry is innovating its sales and marketing models for the future.

solution fast. We didn't believe it was possible to deploy a new CRM system in such a short time, but Veeva committed to the project and delivered."

THE IMPLEMENTATION

Within six weeks, Mundipharma implemented Veeva CRM across several business units, including analgesics and oncology. The company was shocked, but what surprised executives even further was how quickly its users were trained. In less than two hours, more than 50 sales representatives had been completely trained on Veeva CRM and were prepared to use the new system for day-to-day operations.

"The new system is incredibly easy to use – so much so that we have had 100% user adoption and only 77 help desk inquiries about Veeva CRM – fewer than 2 per rep – since implementation," added Rivera. "I've never seen usability like this before."

THE BENEFITS

With Veeva CRM, Mundipharma's customer management has been better than ever. Reps are able to target different customer groups much more effectively. And, sales managers have greater visibility into the number of customer engagements taking place; for each customer group, they can measure reps on the actual number of calls they make, compared to their call goals.

Since going live with Veeva CRM, Mundipharma's system has:

- > Achieved 100 percent coverage of the number of calls per rep per customer type, which they could not do with the previous CRM system.
- > Improved the sales team's accuracy when tracking customer segments.
- > Reduced the cost of hardware and software with the cloud-based solution.
- > Been adopted by the entire sales team with a 100 percent usability rating.
- > Shown high flexibility when changes are required.
- > Had a positive impact on the overall organisation outside of sales, including the finance and medical departments.

"The results have been fantastic and are having a positive impact on the entire organisation," Rivera concluded. "Our sales reps are delighted with Veeva CRM – and believe it or not, I even received a standing ovation from the sales team. Now that was a first!" ▼