



# Commercial digital transformation for large Japanese pharmaceuticals

## ISSUE

- MRs were using heavily customized and outdated technology tool for their call planning and call reporting, and data entry process was inefficient because of online access
- Lack of visibility of multichannel activities to the customers (i.e. MRs and MSLS visit, Web conference, Owned media access, Paid media access)
- Dashboards / reports were developed by manually and no standardized processes were established

## SOLUTION

- Implemented Veeva CRM which has offline access enabling MRs / MSLS to enter their call planning and call reporting data into iPad pretty quickly
- Provided timeline functionality to show multichannel activities at a glance, and document management platform to manage presentation contents
- Implemented new BI tool to provide dashboards on iPad to show their activity histories, sales data, customer profile with easy access
- Provided ad-hoc analysis capabilities to give additional visual insights especially for managers and management
- In addition, more advanced technologies are implemented such as Artificial Intelligence, AI-Speaker, Chatbot etc. to support digitalization and these solutions are also deployed to APAC region
- Core data platforms, DWH (Data Warehouse) and MDM (Master Data management) are also re-established to ensure data quality winner, Deloitte Digital and Adobe worked together to take this game-changing project from ideation to completion within eight months.

## IMPACT

- Increase efficiency of scheduling calls, entering activity data and creating dashboard or reports by MRs / MSLS
- Provide additional insights by showing holistic view of multichannel information and visualizing activities and sales data
- Drive behavior changes and accelerate digitalization of MRs/MSLS in Japan and APAC