IQVIA
TECHNOLOGIES

Top 15 Pharma Company Deploys IQVIA OCE for 10,000 Users in 78 Countries

Global specialty pharma company adopts the intelligence-driven customer engagement platform to drive smarter decisions and capitalize on new opportunities

Challenge

The international operations of a multi-national pharmaceutical company was using a legacy customer relationship management (CRM) solution approaching the end of its lifecycle. The customer needed a technology partner that could provide an integrated, easy-to-use, enterprise solution with omnichannel capabilities that could scale and quickly adapt to changing customer needs.

The need to replace their legacy CRM system prompted critical discussions within the organization:

- Is there a new platform that provides more than just a technology upgrade?

- Is there an AI/ML solution that could help reveal previously unseen insights and unleash new opportunities – faster?

- Could connected technologies actually differentiate how the company optimized customer engagements?

Key decision drivers

- Leveraging embedded intelligence to surface actionable insight when and where it's most effective

- Driving effective omnichannel interactions by better aligning personal and digital channels

- Optimizing engagements to deliver the right resources at the right time to accelerate results

- Connecting intelligent insights across all commercial users for faster and smarter decision making

Situation

The customer chose to adopt IQVIA's [Orchestrated Customer Engagement (OCE)](#) solution throughout its worldwide commercial organization. OCE leverages intelligence to better understand HCPs and seamlessly coordinate engagements across all channels to drive effectiveness among commercial teams. Following a successful pilot in Japan, the company initiated a global deployment that empowered nearly 10,000 users in 78 countries.

One of the major selling points for this top 15 pharmaceutical company was the OCE platform's native ability to embed intelligence in user workflows. By leveraging the power of IQVIA Connected Intelligence™, which brings together IQVIA's expansive portfolio of capabilities and innovative technologies, unparalleled data, and global healthcare expertise, OCE creates intelligent connections to enable smarter customer engagements for all commercial stakeholders. In doing so, teams can create highly personalized, relevant and timely interactions with HCPs across all channels and functions.

> " OCE is a transformative technology for pharma companies to reinvent how they engage with HCPs. With OCE, the customer can drive contextually rich, timely and personalized interactions based on precision insight and human data science."

— Kevin Knightly
President, Technology & Commercial Solutions, IQVIA

Results

The transition to OCE has been seamless across all commercial users thanks to the platform's adaptable framework and ability to integrate directly into the client's ecosystem. Sales representatives report the technology is intuitive and easy to adopt, delivering capabilities that drive more deliberate, personalized interactions with HCPs. Embedded intelligence reveals connected insights optimized for end-user adoption to enable agile engagement planning, improve field execution, and better align with strategic imperatives. Next best action recommendations provide AI/ML-driven suggestions that drive smarter decision making and more effective campaigns across commercial workflows.

The rollout has additionally cultivated greater collaboration and streamlined communication among commercial teams. Role-based views connect commercial sales, marketing, medical and market access functions to help users deliver more relevant, timely, omnichannel customer engagements. By aligning the different functional stakeholders, this key customer has been able to adopt a true team-selling model and foster more meaningful, successful interactions with HCPs.
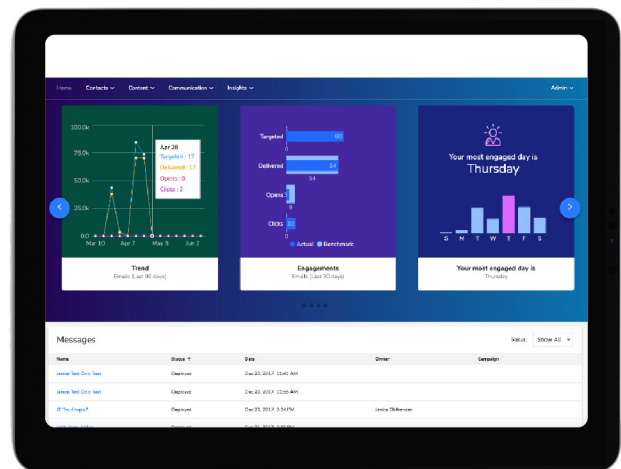
OCE enables commercial teams to coordinate multichannel marketing touch points for more timely and personalized communications.

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