

IQVIA Orchestrated Customer Engagement (OCE)

Transform into a collaborative, intelligence-powered and digitally enabled commercial team

Life sciences companies face many challenges that are driving a need for new commercial approaches. Greater competition, the rise of specialized drug therapies and a growing number of stakeholders and channels have increased complexity, while regulatory challenges and customer expectations for personalized engagement have never been higher.

IQVIA's Orchestrated Customer Engagement (OCE) connects sales, marketing, medical and other customer-facing functions, harmonizing interactions between life sciences organizations and their customers — fostering trust and optimizing performance.

Facilitating coordination across customer-facing functions, OCE enables collaboration among colleagues, providing commercial teams with the context, precision, consistency, and transparency they deserve.



IQVIA Customer Engagement Technology Solutions






ENABLED BY CONNECTED INTELLIGENCE



OCE provides a full spectrum of commercial capabilities, from every personal and digital engagement need to optimization tools that ensure all resources and assets are utilized to maximum efficiency. Embedded intelligence markers throughout increase adoption and ensure an optimal customer experience.

Utilizing a platform of platforms strategy, OCE leverages market-leading platforms including Salesforce, Snowflake, MuleSoft, and Alibaba to ensure optimal innovation and flexibility across the portfolio to meet the rapidly changing commercial market demands of the life sciences industry.

A stronger future with IQVIA OCE

	Platform Preserve and build upon your investment, leveraging a platform of platforms approach with the continued benefits of a long-term Salesforce partnership and extended global community
	Ecosystem Utilize a fully open, intelligence-backed ecosystem that seamlessly integrates technology, analytics and intelligence to optimize engagement across all personal and digital channels
	Experience Enable a superior, tailored user experience utilizing native SFDC UI/UX with behavior changing, persona based workflows
	Intelligence Accelerate decision making with greater accuracy and scale through embedded intelligence providing real-time contextual insights, AI-driven recommendations and predictive outcomes
	Innovation Leverage continued investment from IQVIA, Salesforce and an expanding partnership community focused on accelerating innovation and driving the future of commercial engagement

With 350+ customer adoptions in 130+ countries, OCE is the only solution to meet life sciences omnichannel engagement needs around the world. By enabling orchestrated customer-centric engagements with the right content communicated through the right channels at the right time, OCE turns the challenge of navigating a more complex commercial environment into an opportunity for competitive differentiation.