



The future of CRM:
Fast, seamless, and highly personalized

It's time to think differently about the future of CRM capabilities in the life science ecosystem. With Veeva and Salesforce pursuing independent digital pathways starting in 2025, life sciences companies will need to start preparing for a major rethink of the entire lifecycle of consumer data, from developing future-ready infrastructure and innovative engagement programs to measuring key metrics around ROI.

The decisions you make now will impact your organization for more than a decade, especially as regulatory actions continue to alter the industry, consumer preferences keep shifting towards increased personalization, and AI rapidly expands what you can do with your data.

Getting it right will create the ability to seamlessly orchestrate customer interactions, support the evolution of emerging internal roles, and drive revenue growth by shortening the timeframe to peak uptake of high-value products.



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A new perspective on seamless customer interactions

Customers are eager for closer relationships with life science companies. For example, in a recent Deloitte survey, 65% of health care providers (HCPs) said that stronger partnerships with life science companies would be ideal.

However, current engagement strategies are falling short, with poll participants saying that siloed data and poor internal communication can produce interactions that can be repetitious, disjointed, and frustrating.

The CRM of the future will be able to break down these barriers to create and manage hyper-specific customer segments, comprehensive customer journeys, and tailored omnichannel content delivered at specific times to create “moments that matter” throughout the journey.



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The rise of new roles within the organization

Internal org charts are changing quickly as life science companies seek innovative ways to trim costs and take advantage of new technologies, such as agentic AI, to streamline workflows and enhance results. Salesforce and Veeva are each planning to release new AI-driven CRM capabilities to help life science companies take advantage of a leaner, digitally native environment, which could result in some traditional roles shifting into more robust partnerships with AI agents and other tools.

Prepping the workforce with proactive training and education on how to closely collaborate with AI-powered functionalities will be essential for a smooth transition to the next phase of effective customer relationship management.



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Faster realization of key revenue goals

With more personalized, high-impact interactions with customers and a workforce that deeply understands how to take advantage of AI-driven CRM capabilities, pharmaceutical companies will be able to maximize the value of their portfolios and stay one step ahead of the competition.

This means an enhanced ability to quickly educate customers on the value of new products and faster penetration into the health care ecosystem, shortening the overall timeframe from introduction to ROI.

Success in this arena depends on making informed, forward-thinking decisions during this moment of significant transition. As Salesforce and Veeva start to introduce their own unique takes on the CRM of the future, it is crucial for life science companies to consider their next steps as quickly and comprehensively as possible.

Deloitte Digital is here to help you navigate these complexities. Reach out today to our team of experts to get started on a CRM strategy that aligns with your business goals and positions you for sustained success.

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