



Client chooses StoryPulse as the preferred platform to complement Veeva for any VoC or Consent related gaps in the system

## THE CUSTOMER

Client is an innovative, global healthcare leader that is committed to improving health and well-being around the world. Client operates in more than 140 countries and employs over 68,000 employees across the globe.

## BUSINESS PROBLEM

Globally, client is on the Veeva platform for CRM. Across multiple countries, Client has a need to empower sales representatives to capture Consent Form in the field from physicians who are not in the system yet. Veeva supports consent forms out of the box if the physicians exist in the system. However, for new physicians, it is a challenge and a gap in the system. We configured StoryPulse to help sales representatives capture consent form and synchronize the data to Veeva. In addition to the network connectivity, few key requirements are as follows:

- The application should seamlessly integrate with Veeva
- The price point should be acceptable for emerging markets
- Data/Assessment visibility and delivery need to be controlled based on various factors.
- Captured responses should be shareable across teams so that sales representatives in the same team have clarity on customer perceptions and preferences
- The same platform should also support coaching call training for sales representatives

## SOLUTION

FocalCXM's StoryPulse platform gracefully addressed the requirements. It seamlessly integrates with Veeva, Salesforce and Oracle. In addition, Focal's Engineering works closely with Client's team and collaborates extensively to address requirements from various markets on a regular basis. This synergy as an innovation partner helped solve complex business needs and made StoryPulse a true Enterprise Grade Assessment Platform. In addition to the capabilities that the markets requested, StoryPulse also makes it extremely easy for operations teams to monitor the enterprise wise synchronization and push changes to the field on demand.

## RESULTS

After a successful User Acceptance Testing, Columbia went live with 200 sales representatives. In addition, multiple markets are lined up for early part of 2020 to address similar requirements.

