FocalCXM
COVEO FOR MEDICAL AFFAIRS

Case Study: Improving Search Experience by leveraging Coveo, an AI powered Insights Engine

CLIENT: A PIONEERING GLOBAL PHARMACEUTICALS INNOVATOR

At the forefront of global healthcare excellence, our client is responsible for the comprehensive life cycle of pharmaceutical products. With a presence in over 140 countries and a dedicated workforce of more than 68,000 professionals worldwide, our client operates with a mission to address the evolving needs of patients and healthcare systems globally.

CUSTOMIZATION OF COVEO PLATFORM USING AWS

FocalCXM's Business Analysis and Engineering Teams understood the client requirements, leveraged Coveo platform and AWS to align with the client's technology infrastructure and solved the challenges in a cost-efficient manner.

Our Engineering Team configured the Coveo platform to include all required sources and leveraged Serverless frameworks in AWS such as Lambas and Fargate to cut down the cost of computing and seamlessly integrate the the two technologies.

On the User Interface front, we delivered an elegant Angular Application that is built using Coveo's Atomic framework and hosted on the client's AWS Virtual Private Cloud.

THE CHALLENGES: LOST PRODUCTIVITY DUE TO INEFFICIENT SEARCH

- Scattered Information:
  - Critical knowledge was scattered across multiple platforms, leading to inefficiencies in accessing crucial information. The platforms include:
    - Veeva MedComms
    - Multiple Websites
    - SharePoint Sites
    - Veeva Vault QualityDocs
- Inefficient Collaboration:
  - Teams faced challenges in collaborating effectively due to difficulties in finding and sharing relevant documents.
- Time-Consuming Searches:
  - The existing search functionality was time-consuming and lacked the precision required for quick data retrieval.
- Lost Productivity
  - Finding relevant content and using it effectively was a major challenge for Medical Affairs Teams.
- High Cost of Ownership
  - The cost of ownership of the existing Search solution is high and is not the right platform that is futureproofed with AI capabilities.
- Offline Access
  - The users need to stay connected to the internet to access the content.

FocalCXM partnered with Coveo and AWS, integrated with multiple source systems and built a custom solution for the client to address business specific challenges

THE SOLUTION: COVEO SEARCH ENGINE, ATOMIC FRAMEWORK & AWS

FocalCXM integrated multiple sources and customized the Coveo Platform to address the unique needs of the customer

- Leveraged the Coveo Platform and integrated multiple sources such as Veeva MedComms, SharePoint, and Websites to provide a single index for content across all the sources.
- Leveraged Coveo's Atomic Framework and built a rich interface for the Medical Affairs Community.
- Implemented "Saved Searches" allowing Medical Affairs Teams to save and reuse frequently used Search Queries.
- Introduced customized collections to categorize and organize related documents, insights, and best practices for specific projects or teams.
- Integrated with One Drive to support MSLs and other Road Warriors in Medical Affairs Teams. This enabled MSLs to improve the quality of conversations with HCPs by leveraging content in OneDriv.
- Implemented Sync Job for periodic notifications to the users on the saved search content.
- Configured access control and customized view to the different groups.
- Customized Search Experience with intuitive options to control UI Layout. Set up a preferred number of results per page to help users choose between viewing the most recent or most used content for tailored results.

THE OUTCOME: IMPROVED SEARCH RELEVANCE & REDUCED COSTS

- Enhanced Productivity: The implementation of Saved Search and organized Collections led to a significant reduction in time spent searching for information thereby boosting employee productivity.
- Streamlined Collaboration: Customized collections facilitated efficient collaboration, ensuring that teams could quickly locate and share relevant documents for projects.
- Enhanced Decision-Making: Timely access to accurate information, even in offline settings, empowers MSLs to converse better with HCPs.

About Us

FocalCXM engineers remarkable customer experiences for Life Sciences organizations. Our unwavering commitment to excellence has solidified our position as a trusted partner to guide organizations in their digital transformation for over a decade.

We bring a unique blend of product management acumen and industry-specific process expertise. We have over a decade of experience implementing, managing, configuring, and customizing Veeva technologies. Our suite of Life Sciences solutions and technical accelerators ensure swift results, driving business value faster. In addition to Veeva expertise, we partner with other leading technology vendors that our customers depend upon. We also provide data, analytics, AI, and technology innovation services, offering the breadth of expertise you need to be successful.

Embark on a transformative journey with FocalCXM—your gateway to a future where customer experience innovation and Life Sciences know-how meet. To explore the possibilities of partnering with us, visit www.focalCXM.com.