Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents

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- ▸ Retirement Technologies
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- ▸ SAP Services
- ▸ Service Optimization Technologies
- ▸ Software Product Engineering Services
- ▸ Supply Chain Management (SCM) Services
- ▸ Sustainability Technology and Services
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Background of the research

In the aftermath of the pandemic, industries across the globe have shifted their investment priorities toward delivering personalized Customer Experience (CX), and the life sciences commercial function is no exception. To stay resilient and keep pace with the evolving landscape, the life sciences industry has started to embrace technology to bring differentiation to the end users. However, enterprises face challenges with legacy data infrastructure and fundamental technology tools such as Customer Relationship Management (CRM), content management systems, and marketing tools that lack experience-focused functionality. Hence, enterprises are further enhancing CRM platforms by partnering with niche platform providers to develop CX-centric solutions that assist in enabling omnichannel engagement, delivering the right messaging, unlocking real-time customer analytics, etc., resulting in improved business performance and gaining a competitive edge

In this research, we present an assessment and detailed profiles of 23 platform providers featured on the Life Sciences CEP PEAK® Matrix. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading life sciences CEP providers, client reference checks, and an ongoing analysis of the life sciences CEP market.

This report includes the profiles of the following 23 leading life sciences CEP providers featured on the Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023:

- **Leaders:** Exeevo, IQVIA, Pitcher, Veeva Systems
- **Major Contenders:** ACTO, Aktana, Allego, Bigtincan, ODAIA, Qstream, Salesforce, Seismic, Tact.ai, Tellius, Trueblue, Viseven, Vodori, WhizAI, ZS Associates
- **Aspirants:** Okra, P360, Quantified.ai, verbTEAMS Solofire

Scope of this report

Geography
Global
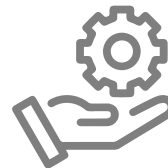
Industry
Life sciences
(biopharmaceuticals,
medical devices)

Products
Life sciences
next-generation CEP

Life sciences next-generation CEP | scope of research

In this report, Everest Group focuses on platforms that enable next-generation customer engagement

◻ Focus of research

Customer Experience Platforms (CXP) = CRM + Experience-focused customer engagement

Engagement layer

End-to-end content management	Engagement channel optimization	Commercial learning and training

Cognitive layer

Actionable NBA and recommendations	Low-/no-code processes/workflows	Conversational AI-based UI	Real-time insights	Automated reporting/dashboarding

Functional layer

Sales	Marketing	Medical affairs	Market access	Patient services

Illustrative use cases

- Dynamic content x channel recommendations
- Automated content generation (modular, personalized, etc.)

- Real-time performance management and reporting
- Dynamic customer intelligence (personas, churn predictions, CLV analysis, etc.)

- Marketing mix optimization
- Social media insights
- Stakeholder engagement portals

- Third-party messaging integrations (WeChat, WhatsApp, etc.)
- Learning management assistant

Overview and abbreviated summary of key messages

This report examines the global next-generation Customer Engagement Platform (CEP) product landscape in life sciences industry. It focuses on platform position, assessment of the platform's capabilities, and key strengths and areas of improvement of the platform.

Some of the findings in this report, among others, are:

Platform capability

- Life sciences next-gen CEP providers can be categorized into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Exeevo, IQVIA, Pitcher, and Veeva Systems are the current Leaders in the life science next-generation CEP product market. However, several CEP providers are emerging as Major Contenders

Platform characteristics

- Leaders have a strong vision to enhance traditional CRM capabilities with more experience-focused functionalities throughout the customer life cycle, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises in platform implementation, change management, on-demand customization, and addressing any concerns
- Leaders' CEP offers balanced coverage across the commercial engagement layer (end-to-end content management, engagement channel optimization, and commercial learning and training), the cognitive layer (Next-best-action (NBA) and recommendations, low-/no-code workflows, conversational-AI-based UI, real-time insights, and automated reporting), and the functional layer (sales, marketing, medical affairs, market access, and patient services)
- The majority of the platform solutions from Major Contenders lack a few modules across commercial engagement layer, the cognitive layer, and the functional layer. However, they have high confidence in the modules they are operating and have satisfied clientele within these areas
- Major Contenders are making continued investments in next-generation technologies such as Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), and are challenging some of the Leaders in selective areas
- The majority of the Aspirants have high focus on selective areas to offer CEP and services, be it in terms of customer engagement modules or target client segments or geographies

The life sciences next-generation CEP provider compendium report has over 23 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Research calendar
Life Sciences Information Technology

Reports title	Release date
Medical Devices Digital Services PEAK Matrix® Assessment 2023	May 2023
Medical Devices Digital Service – Provider Profiles Compendium	May 2023
Life Sciences Decentralized Clinical Trial Platforms State of the Market 2023	June 2023
Life Sciences Decentralized Clinical Trial Products State of the Market 2023	June 2023
Artificial Intelligence (AI) in the Pharmaceutical Industry	May 2023
Life Sciences IT Services (ITS) State of the Market 2023	June 2023
Life Sciences Smart Manufacturing Services PEAK Matrix® Assessment 2023	August 2023
Life Sciences Commercial Technology State of the Market 2023	September 2023
Life Sciences Smart Manufacturing Services – Provider Compendium 2023	October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023	October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023	**December 2023**
Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2023	Q1 2024
Life Sciences Customer Experience Platform (CXP) Adoption Playbook	Q1 2024
Assessing Enterprise Readiness to Conduct Decentralized Clinical Trials	Q1 2024
Preparing the Landscape for the Next-generation Decentralized Clinical Trials (DCT)	Q1 2024

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