



**Drive Life Sciences
Customer Engagement
with a unified
AI-powered CRM
Solution**



Introduction

Life sciences HCPs and customers expect highly personalized customer experiences:

46%

of customers will engage better and buy more when given a highly personalized experience.¹

55%

of customers want a knowledgeable individual that understands their needs and broader market conditions that affect their decisions.¹

1. "Top Customer Experience Trends in 2024," Forbes, 2024

2. "Enterprise Marketers Leading with Strategy in 2024," Content Marketing Institute, 2024

3. "2023 May Market Study: Generative AI & Chatbots," Customer Contact Week Digital, 2023

4. "70+ Sales Enablement Statistics To Blow Your Mind In 2024," G2, 2024

Life Sciences organizations cannot meet these needs due to disparate systems and siloed data which results in:

61%

of Marketers feel challenged with creating the right content for their audience.²

71%

of Customer Service agents spend too much time looking up answers to customers' questions.³

440

Sales reps spend an average of 440 hours per year trying to find the right content to share with their prospects and customers.⁴

The future of Life Sciences depends on a unified AI-powered CRM

For Life Sciences organizations to exceed HCP and customer demands, they need a solution that creates highly personalized views using their customer data. This allows all teams to personalize the customer experience across the value chain. Only Exeevo CRM a unified solution for Sales, Marketing, Medical Affairs and Customer Service teams can achieve this.

Exeevo CRM unites data across Sales, Marketing, Medical Affairs and Customer Service. It enables Life Sciences teams to deliver personalized HCP experiences and improve win rates. Embedded with Microsoft Copilot capabilities and natively integrated with Microsoft 365 apps the entire organization can use it to:

- ✓ **Get HCP and customer data AI-ready.**
- ✓ **Use AI insights to drive relationships.**
- ✓ **Turn HCPs and customers into advocates.**

Unify data into real-time insights.

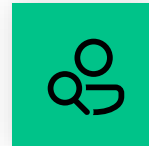
Understand HCPs and customers with Exeevo's AI-powered [Customer Insights](#). It focuses teams to prioritize lead and opportunities most likely to close.



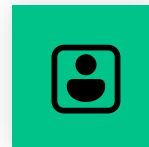
Bring together transactional, demographic, and behavioral data in real-time to **create up-to-date customer profiles**.



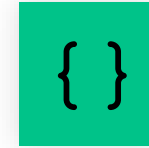
Push data from real-time sources to **gain insights into customer activities** to power in-the-moment personalization.



Resolve customer identities by **using AI-powered identity management to gather complete data** for little know or unknown customers.



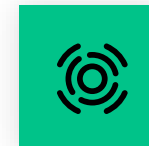
Build richer customer profiles with first- and third-party data



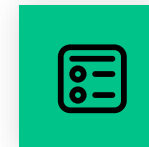
Use natural language prompts to **query your customer data** using Customer Insights.



Discover new audience segments with AI-driven recommendations or define your own segments for more precise targeting.



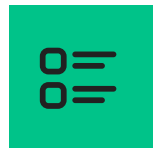
Get highly qualified leads with priority rankings from Customer Insights based on marketing activities and customer information.



View AI-based scoring models and a prioritized work list based on real-time scoring for lead and opportunity qualification.

A unified AI-powered CRM brings you closer to HCPs and customers

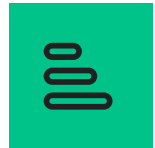
Close more deals with Exeevo's AI-powered next-best action capabilities that increase productivity across Sales, Marketing, Medical Affairs and Customer Service.



View **AU-generated opportunity summaries** and meeting preparation notes, customer status, relevant news, and past meeting notes.



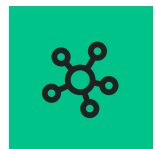
Access suggestions for sales actions and next steps to **advance the deal** with quick links to complete the task.



Use Event Management with Microsoft Teams or other 3rd party providers to **organize webinars and nurture participants** post-event with targeted, personalized content.



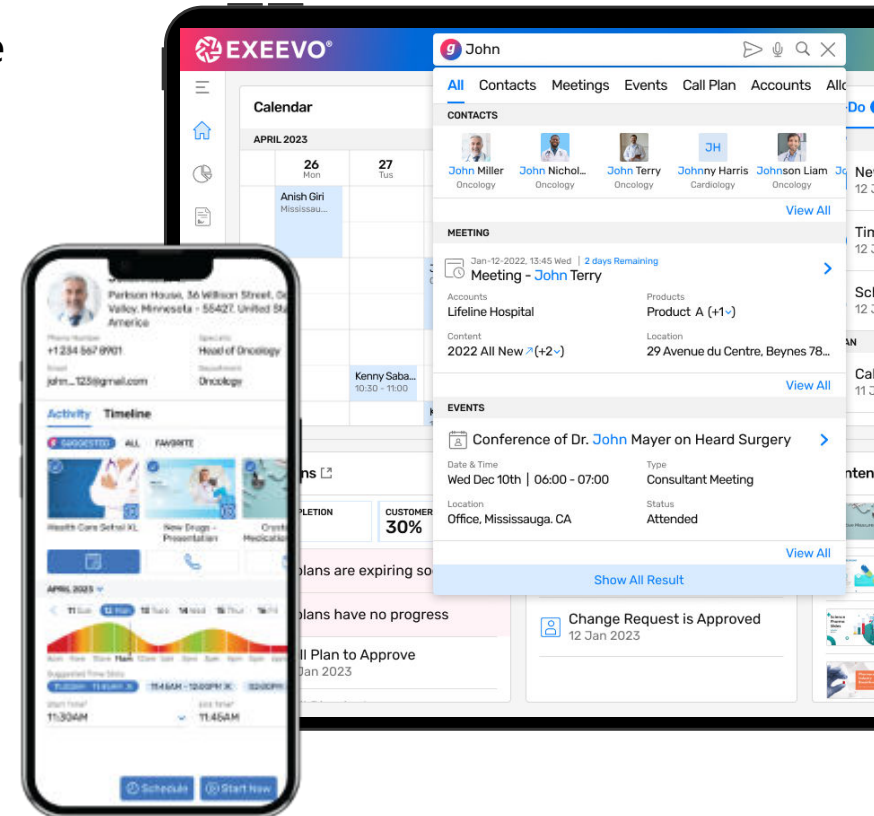
Predict revenue and track performance against goals with forecasts and charts to accurately predict revenue using AI-driven models based on historical data and the open sales pipeline.



With **Copilot enabled solution wide get product insights** like product details, new releases, and planned items pulling from articles in the organization and SharePoint.



Get a deeper understanding of your customer journey effectiveness with **real-time, cross-journey analytics** to understand which are best contributing to your business goals.



Exeevo makes personalized marketing easy

Deliver exceptional, hyper-personalized, and relevant customer experiences with effective A/B testing and on the fly revisions.



Describe your ideal customer journey **to receive a curated recommendation**, achieving results faster than ever with AI in Customer Insights.

Personalize each customer's journey by choosing the right channel for each customer and delivering messages at the best time for tailored and memorable interactions.

Run A/B tests **to identify the highest performing content or journey branch** and measure success by tracking pre-set business goals.

Use out-of-the-box digital channels such as SMS, push notifications, or email.

Remove surprises in the customer journey by **running an AI-simulated test** on their end-to-end experience using Copilot.**

Get constant monitoring of your live campaigns with Microsoft Teams alerts that contain specific recommendations on changes that could improve results with A/B testing.

Create sequences of sales actions for Sales and Medical Affairs teams based on best practices.

Exeevo CRM delivers with AI to fuel Life Sciences revenue growth



The Exeevo solution has already increased employee productivity and deepened HCP and customer relationships.

79%

of teams indicated a reduction in administrative work.⁵

67%

of Sales teams spent more time with customers.⁵

90

minutes per week were saved on average.⁵

29%

of sales time can be automated.⁶

+50%

jump in lead-to-sale conversion rate.⁷

3-15%

revenue uplift for players that invest in AI.⁷

2X

lift in cross-selling and up-selling rate.⁷

5. "What Can Copilot's Earliest Users Teach Us About Generative AI at Work?," Microsoft, 2023

6. "How Generative AI Will Supercharge Productivity," Bain & Company, 2023

7. "AI-powered marketing and sales reach new heights with generative AI," McKinsey, 2023

AI CRM for Life Sciences, built on Microsoft

Life Sciences Organization



Sales Rep



KAM



MSL



Brand Manager



Commercial Excellence



Medical Affairs



Leadership



Business Analyst

Exeevo CRM

Commercial & Medical CRM | Omnichannel Execution | Marketing Automation | Content Management | Event Management | Business Insights

Microsoft App Platforms



Copilot



Sales



Marketing



Customer Service



Customer Insights



Customer Voice



Power BI



Power Apps



Power Automate



Teams

Microsoft Data and Cloud Platforms



Dataverse



OpenAI



AKS



API Management



Azure Functions



Azure Synapse



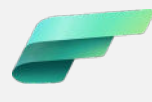
Analysis Services



Logic Apps



Cognitive Services

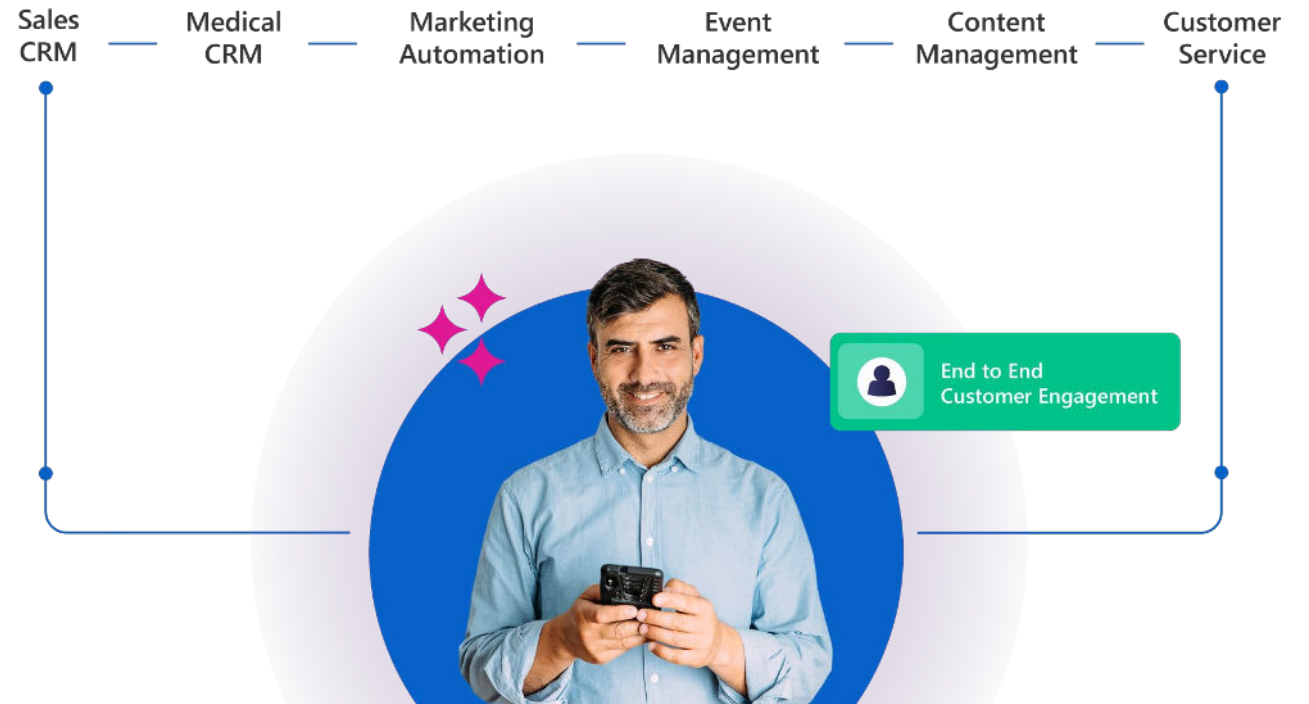


Fabric

Conclusion

The level of personalization that HCP and customers expect will only continue to increase. Life Sciences organizations must invest in a solution that will support their current and future needs and seamlessly integrate into their Microsoft tech stack.

Exeevo the unified AI Life Science CRM can help your team realize better customer outcomes by helping Sales, Marketing, Medical Affairs, and Customer Service to be more efficient in delivering personalized experiences across the entire customer journey.



[Learn more >>](#)

[Get a demo >>](#)