Life sciences: Improve customer engagement with data and gen AI

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Personalized customer experiences have become the lifeblood of the life sciences sector. Pharmaceutical, medical device, and medical technology organizations are moving to market faster, pressured to solve new operational challenges and meet changing regulatory requirements.

Compounding these issues is a complex value chain of patients, consumers, healthcare providers (HCPs), health insurance payors, and pharmacies. Navigating among all these stakeholders can be complicated, but nowhere more so than between patients and HCPs. Patient engagement in these relationships is crucial to improve health outcomes.

Applying lessons from the retail and technology sectors, life sciences organizations have begun shifting to a platform-centric view of end-to-end customer engagement. This new outlook empowers them to share data across teams—marketing and sales, service, and compliance, for example—to break down silos while enriching and enhancing the customer experience.

The evolution of CRM in life sciences

Life sciences organizations traditionally invest in individual solutions for each core function. Regulatory and compliance are often on a different platform than sales and marketing, while quality assurance uses entirely separate technology. But demands from patients and customers have shifted. They want more data and context.

In response, life sciences firms have simplified the vendors and data sources that support customer engagement and outreach. They also have increased their investment in the innovation that brings new capabilities into customer relationship management (CRM), including a renewed focus on optimal experience design and personalization.

Advanced technology—including sophisticated data and analytics capabilities—has become the foundation for greater engagement. Generative artificial intelligence (AI) enables personalized customer data across orders, contracts, and relationships, transforming the way organizations interact with their customers.

Customer-centric healthcare

Life sciences leaders are investing in AI in hopes that it will unlock real-time data and enable a level of personalization that truly puts the customer at the center of healthcare. Executives use AI-powered insights to deliver more personalized experiences, improve trust, and gain deep consumer understanding.

This not only has the potential to improve customer satisfaction but also may improve patient outcomes. Coupling a holistic health profile—made up of data collected across all relevant systems—with AI capabilities can provide scalable next steps. Imagine the possibilities:

Providers could incorporate social determinants of health.

Drug companies could increase compliance and reduce attrition.

Medical technology firms could better target sales.

Payors could better assess each individual case at scale.

Little wonder, then, that 52 percent of respondents to recent Salesforce research say they are moving toward a more personalized, consumer-centric business model.[1]

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[1] Salesforce, "Healthcare and Life Sciences Insights," January 2023.

Collaborating with Salesforce

KPMG and Salesforce are aligned to build solutions that accelerate customer engagement and help life sciences clients improve speed to value. By taking advantage of Salesforce Health Cloud, including Data Cloud and Einstein GPT, we have developed solutions that:

01
Quantify and interpret customer data to provide actionable insights across the customer lifecycle

02
Embrace automation to enhance user productivity and enable more meaningful modes of customer engagement

03
Foster collaboration across teams to break down silos and deliver a more unified customer experience across the organization

By combining the extensive data, insights, and industry experience of KPMG with innovative technology from Salesforce, life sciences organizations can unlock new levels of personalized customer experience and engagement.

Connect with one of our team members to learn more.

KPMG global Salesforce capability and scale

900
Certified professionals

3,800
Certifications

27
Countries

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