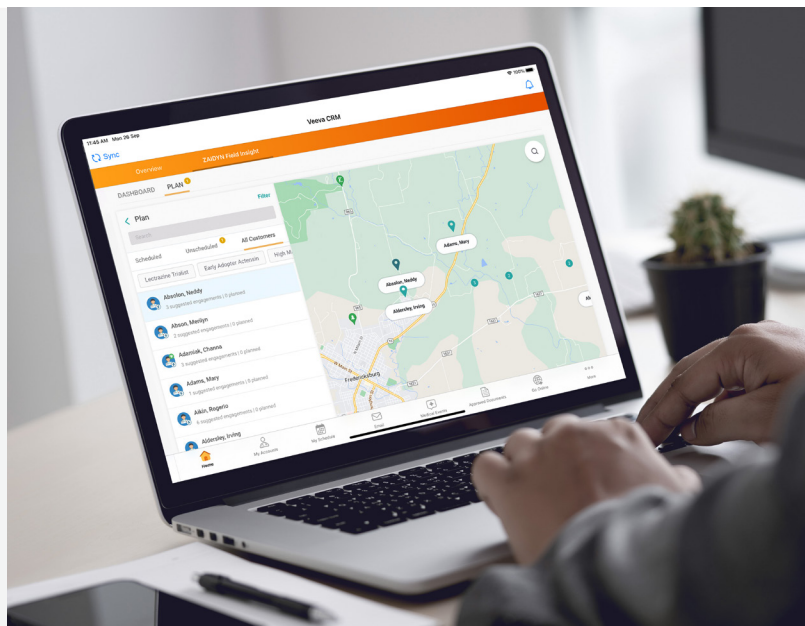# Fuel insights and drive adoption with a seamless experience

ZAIDYN™ and Veeva CRM

Drive insight adoption with a one-stop experience

ZS has partnered with Veeva to help life sciences teams increase customer insight adoption and improve field performance. The integrated solution gives users access to dynamic targeting and field suggestion technology from ZAIDYN Field Insights delivered via Veeva CRM.

ZS helps your business bridge the gap between strategic planning and commercial execution by delivering personalized, omnichannel experiences to healthcare professionals.

ZAIDYN Field Insights delivered via Veeva CRM delivers tailored insights via pre-built and custom visualizations, so reps can view important customer insights, start a call or update a status right from their dashboard.

Enhanced business impact

ZAIDYN Field Insights delivered via Veeva CRM enables fields teams and reps with insights, including healthcare provider customer engagement prioritization, data visualizations and new opportunity identification.

The CRM tool provides data visualizations and short information snippets based on the organization's overall strategies, which can provide:
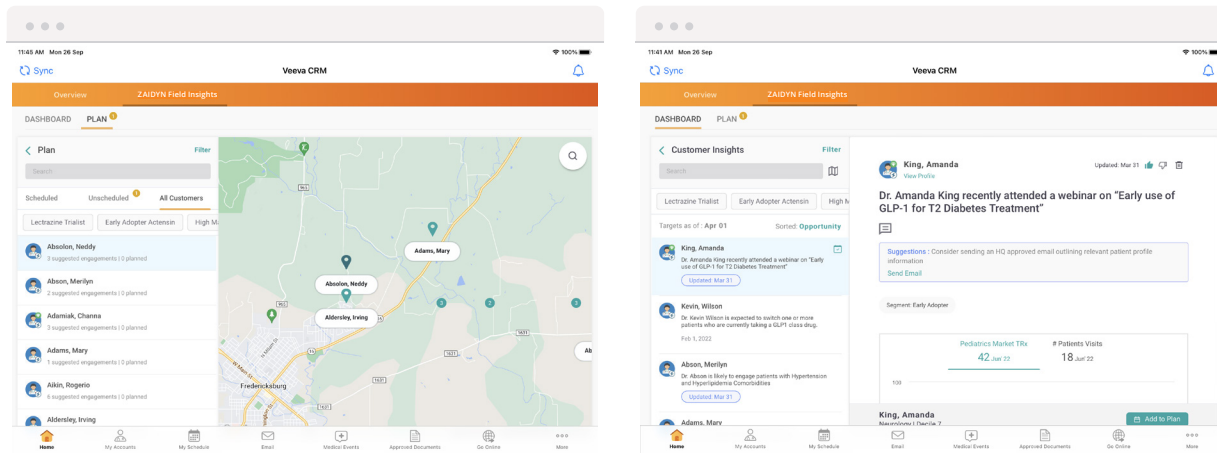
15%-40%
Increase in customer engagement

15%-30%
Overall sales lift

3%-8%
Increase in overall sales revenue

Impact where it matters.®

Actionable data insights for better execution

ZAIDYN Field Insights delivered via Veeva CRM provides actionable data, medical insights and suggestions to help your pharmaceutical partners' selling capabilities. Field teams can coordinate their approach through insights that provide transparency, engagement tracking and messaging through ZS proprietary models.

Key features

Harness AI
AI helps you find the right rhythm for customer outreach across brands, channels and messaging.

Enhance the journey
Orchestrate digital and personal tactics to deliver seamlessly tailored experiences for each customer.

Fuel discovery
Help your teams find and engage the right healthcare professionals with the right messages at the right time.

Contact us today at alliances@zs.com to learn how ZS and Veeva can help you improve customer engagement and drive business value.

About Veeva

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence and customer success, Veeva serves more than 1,000 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. | **Learn more:** veeva.com

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 12,000 employees in 35 offices worldwide. | **Learn more:** zs.com | zs.com/products/zaidyn