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# Life sciences: Improve customer engagement with data and artificial intelligence





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.





# Agentic AI enters the chat

Executive leaders are investing in AI to unlock real-time data and enable a level of personalization that truly puts the customer at the center of pharmaceutical and medical industry. Nothing illustrates this more than the advent of Agentic AI.

Agentic AI refers to artificial intelligence systems that are designed to act autonomously, making decisions and taking actions based on data and algorithms, without human intervention in real-time. Coupling holistic health or customer profiles—made up of data collected across all relevant systems—with AI capabilities and autonomous agents can provide the next steps that are both powerful and scalable.



## Innovate

Implementing AI-driven tools to improve diagnostics, production plans, and monitoring ultimately leads to better outcomes for all involved.



## Improve operational efficiency

By automating administrative tasks and optimizing resource allocations, life sciences companies are able to reduce costs and improve service delivery.



## Enhance care

Address patient needs faster and more accurately by giving providers the tools they need to deliver exceptional service and support.



# 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. 	Medical technology firms could better target sales. 	Autonomous AI agents can answer questions regarding supply delivery and product instructions 24/7 and without human intervention. 
Drug companies could increase compliance and reduce attrition. 	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.<sup>1</sup>

<sup>1</sup> 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

The KPMG award-winning approach to AI implementation, combined with our Trusted AI framework and dedicated AI Incubator helps clients maximize Salesforce's powerful technology stack—including their more recent innovation, Agentforce. Through MuleSoft integration and Tableau visual analytics, we deliver extensive capabilities that help transform customer engagement while maintaining the personal touch that builds lasting relationships. Our lauded approach supports rapid implementation while protecting your existing investments, avoiding large data moves, and empowering your employees to become engines of innovation.

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.



Together, KPMG and Salesforce can help you build solutions that accelerate engagement, enhance user productivity, and improve speed to value, with actionable insights across the customer lifecycle and a unified experience—while keeping you ahead of the future.

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