



Embracing the future of HCP engagement

Transforming CRM into a catalyst for connected, customer-first engagement in Life Sciences



Your CRM choice is made. The next step isn't migration - it's business transformation

Unlocking the full value of your new CRM isn't just about platform features - it's about strategy and real business impact. Success depends on the right architecture, seamless integration, and effective change management to deliver the connected, personalized experiences today's HCPs and HCOs demand.

Capgemini's **CRM transformation** is the final module in our composable three-part framework. With deep expertise across platforms, industry, change management, and technology, we help Life Sciences organizations design and transform a global strategy that lays the digital foundation for customer-centricity and drives real business outcomes.

What is the Veeva-Salesforce split?

In 2022, Veeva announced the transition of its CRM solution to its own proprietary Vault platform beginning in 2025. For Life Sciences companies, this shift forces a critical decision: Migrate to Veeva's new standalone ecosystem, shift to Salesforce Life Sciences Cloud, or adopt another platform altogether.

To learn more read our full POV: [*Veeva-Salesforce split: A catalyst for commercial transformation in Life Sciences*](#)



Transforming HCP digital engagement with a next-gen CRM strategy from Capgemini

Our composable three-part framework is designed to meet Life Sciences organizations where they are on their HCP transformation journey. Each module can be implemented independently or sequentially, providing a flexible path to transformation based on your organization's needs, priorities, and readiness.



CRM health check

Evaluate technically your company's existing CRM maturity (Veeva or Salesforce), capabilities, gaps, and readiness for change via our independent, structured methodology.



CRM platform evaluation and selection

Weigh vendors against defined criteria such as compatibility and integration with the existing tech stack, innovation potential, AI advancement, future scalability, and total cost of ownership (TCO).



CRM transformation

Develop and execute a comprehensive global strategy that includes technical requirements, user adoption, and other aspects of the change management program.

Why Capgemini?

Capgemini is an end-to-end business and technology transformation partner that helps Life Sciences companies enable more meaningful, relevant, efficient, and intelligent interactions with HCPs and HCOs. Our approach is built on creating long-lasting partnerships rooted in innovation, engagement, growth, and sustainable value creation, so clients not only lead in propositions and services, but also drive stronger revenue, profits, and purpose.

CRM transformation

A next-gen CRM is the foundation for HCP/HCO experience excellence. But to realize its potential, the platform must be set up correctly and the transformation must be business-driven from the start. Our transformation program helps ensure the new CRM is strategically aligned, technically sound, and built to overcome the legacy challenges that often stand in the way of omnichannel engagement and enterprise-wide integration.

Capgemini supports Life Sciences organizations through the full execution of their CRM transformation. Our structured five-step approach, grounded in proven workshop-based practices and agile methodology, guides organizations through every aspect of transformation: process and technical design, standardization and customization, testing, data migration, system integration, change management & global rollout, and ongoing operations.

For advanced organizations, we also help establish an internal Center of Excellence, empowering your teams to manage and sustain CRM operations independently.

Our multi-step approach to CRM-led digital transformation

- 1 | Business process design**
Our proven “show & tell” approach drives standardization, maximizes CRM platform value, and delivers real business impact
- 2 | Technical design and implementation support**
Intelligently prioritize and implement user stories from backlog to balance standardization and function specific requirements
- 3 | Test management and test execution**
Leverage our comprehensive end-to-end test management approach and execution with focus on test automation
- 4 | Data migration and support**
Leverage Capgemini’s proven data migration framework and AI-enabled data migration tools, as well as our recent acquisition of [Syniti](#), to assess, analyze, and plan data migration and integration strategies with greater efficiency and improved data quality
- 5 | Change management rollout and hypercare**
Enable regions and divisions to swiftly adapt to the global template, leveraging our expertise in proactive change management, rollouts, and hypercare

Your CRM advantage starts here

At Capgemini, we help Life Sciences companies turn this moment of disruption into a competitive advantage, building a dynamic, data-driven HCP engagement platform that leverages advanced AI and intelligent automation to modernize engagement from the inside out. Together, we can unlock the next generation of CRM capabilities, breaking free from legacy systems and creating an interconnected ecosystem that drives long-term growth, innovation, compliance, and customer centricity.




Capgemini solution benefits

Seamless transition to a future-ready CX/CRM ecosystem.			Data-driven decision-making with better-integrated commercial, medical, and market access teams.
Enhanced HCP & patient engagement through cohesive omnichannel strategies and AI-driven insights.			Cost savings through efficient implementation and roadmap-driven transformation.

Here are the key elements that distinguish our approach and make us the ideal partner for your CRM transformation:

- Proven partner- and platform-agnostic CRM selection methodology and end-to-end CRM transformation leadership, with over 10,000 CRM experts and 2500+ successful CRM transformation programs;
- Deep Life Sciences expertise, coupled with extensive CRM, commercial operations, and omnichannel engagement experience;
- An end-to-end customer-first value proposition from continuous business reinvention to customer experience transformation;
- Strong partner ecosystem that includes major CRM players, as well as tech partners, hyperscalers and other enterprise platform solution providers;
- A composable, three-part solution that can be executed independently or sequentially to support organizations where they are in the transformation journey;
- Capgemini reliable AI solution engineering ([RAISE](#)); an accelerator that can fast-track custom generative AI projects with trusted controls over cost, scale, and delivery.

Analyst recognitions

Leader  <u><i>The Forrester Wave™: AI Services, Q2 2024</i></u> Recognized as one of only two leaders	Leader  <u><i>The Forrester Wave™: Customer Experience Strategy Consulting Services, Q4 2024</i></u>	Leader and Star Performer  <u><i>Everest Group's Artificial Intelligence (AI) and Generative AI Services PEAK Matrix® Assessment 2024</i></u>
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Driving meaningful, scalable HCP engagement with a next-gen CRM strategy

The Veeva-Salesforce split presents a unique opportunity for Life Sciences companies to not only rethink their CRM solution provider, but also redefine their entire HCP engagement strategy. By establishing a single source of truth through a CRM system that seamlessly integrates with next-gen technologies, including generative and agentic AI, companies can elevate HCP engagement and deliver more personalized, efficient, and intuitive interactions that drive increased revenue and boost efficiency.

Want to learn more about choosing the best-fit HCP engagement platform for your business? Read the previous two parts ('The Capgemini CRM health check' and 'Selecting the optimal CX and CRM Partner for connected, customer-first engagement in Life Sciences') of this series on our website: <https://www.capgemini.com/industries/life-sciences/healthcare-professional-engagement/>

Case study

Pioneering the first global Salesforce Life Sciences Cloud transformation

For years, a global Life Sciences company relied on various CRM systems, leading to data silos, a non-existing 360° customer view and not enough cohesion across its commercial operations.

Partnering with Capgemini, this organization is in the process of launching a standardized and harmonized OneCRM. This is a scalable, next-gen platform built on Salesforce Life Sciences Cloud to manage the full commercial lifecycle seamlessly across countries, business units, and functions.

4 business units

Streamlining all commercial processes across four different business units

3 business functions

Harmonizing processes along three business functions: Sales & Customer Service, Marketing, and Field Service

46 countries

Implementing the new CRM solution across 46 countries across Europe, North & South America, and Asia

Meet our experts

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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