

Call Management

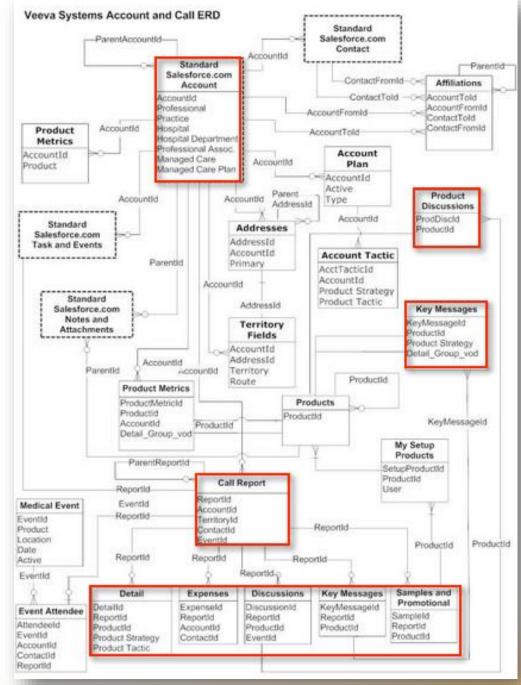
Veeva Professional Services

Module Objectives

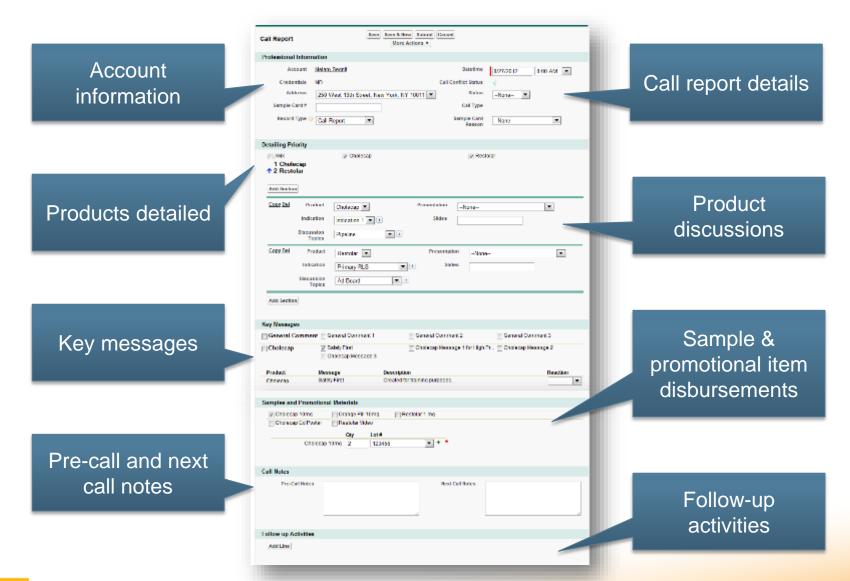
- Overview of Call Data Model
- Review Marker Fields and Section Signals
- Define call page layout sections including
 - Call Attendees
 - Key Messages
 - Pre and Post Call Notes
- Configure call page layout assignment
- Restrict and default Call record types by Account record types

Veeva Call ERD

- Calls and Accounts are the center of the Veeva data model
- Call Report object stores the main call header information
 - Lookup relationship to Account object
 - Related objects are Call Detail, Call Expense, Call Discussion, Call Key Message, Call Sample



Call Reporting Functionality



Call Report Configuration Overview

Configure any Call Page Layout

- Create your own Call record types and corresponding page layouts
- Every call page layout is composed of a set of sections and standard or custom fields

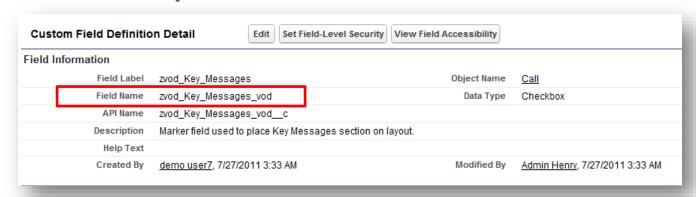
Use Veeva CRM Marker Fields for specific functionality

- Call Attendees
- Products Detailed
- Samples
- Key Messages
- Expenses



Marker Fields

- Contain custom code that renders the user interface within a section of Call page layouts
 - Stores no data, only adds functionality to call page layouts
- Mainly used in the Call object
 - Also used in the Medical Inquiry and Cycle Plan objects
- Denoted with the prefix "zvod_" and the suffix "_vod"



Don't...

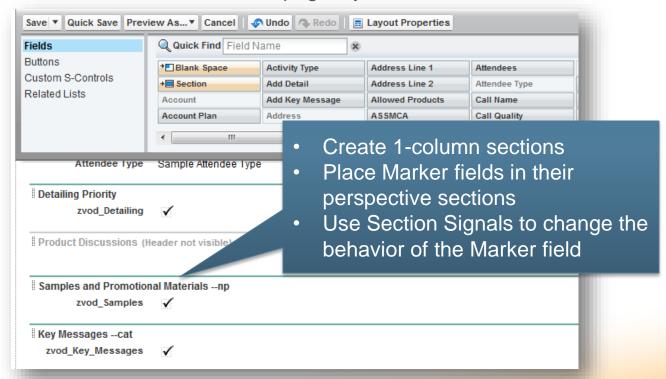
- Delete them
- · Edit the name or data type field

You can only...

Add or remove them from page layouts

Call Page Layout Configuration

- Identify the call page layout to be modified
- To edit a call page layout:
 - Setup → Create → Objects → Call → Page Layouts section
 - Click the Edit link for the desired page layout



Section Signals

- Used to configure the behavior of Marker fields
 - Each Marker field has its own section signal(s)
- Denoted by "--"
 - Example: --nnc to hide the New Contact button in the Attendees section
 - For additional section signal examples, refer to the <u>Veeva CRM Online Help</u>
 - Can include multiple section signals in a single section property



Section Signals Examples

Attendees Section

- **--ao**: To make attendees optional
- **--nnc:** To hide the **New Contact** button
- **--su**: To include users when searching for attendees

Detail Section

- --rd: To require a user to select a detail in order to submit a call
- --sd: To capture signature for detail-only calls

Promotional Items Section

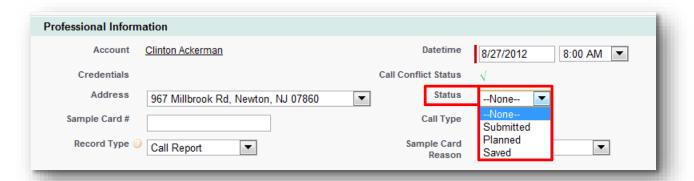
•--ns: No sampling

•--np: No

Promotional Items

Always Clear Veeva Cache after configuring call page layouts with Marker Fields and Section Signals

Call Status



Planned

 Call is scheduled using the My Schedule call scheduler

Saved

 Set once the user has saved the call by clicking the Save button on the call report

Submitted

- Call is completed
- All fields are locked and cannot be edited
- Must be unlocked for further editing

Call Address

- Select address for the call from the address picklist
 - Displays all active addresses for the selected Account
 - Selected address will be set as the Preferred Address in the user's TSF record



Group Call - Attendees

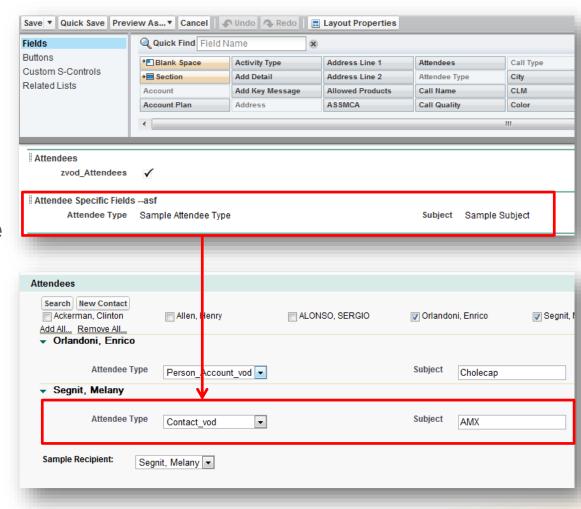
- A list of all person Accounts associated through the Sphere of Influence and/or the Account Hierarchy with the selected business Account are available as potential attendees
 - Search for other Accounts to add as attendees or create new a Account



- Separate call record is created for every attendee on the group call
 - Call record for the business Account becomes the parent for each attendee call record

Group Call - Attendee Specific Fields

- Ability to enter information specific to each attendee call record on a group call
- Create a section on the call page layout and with the --asf section signal
 - Add attendee specific fields as needed
- Renders section for each attendee

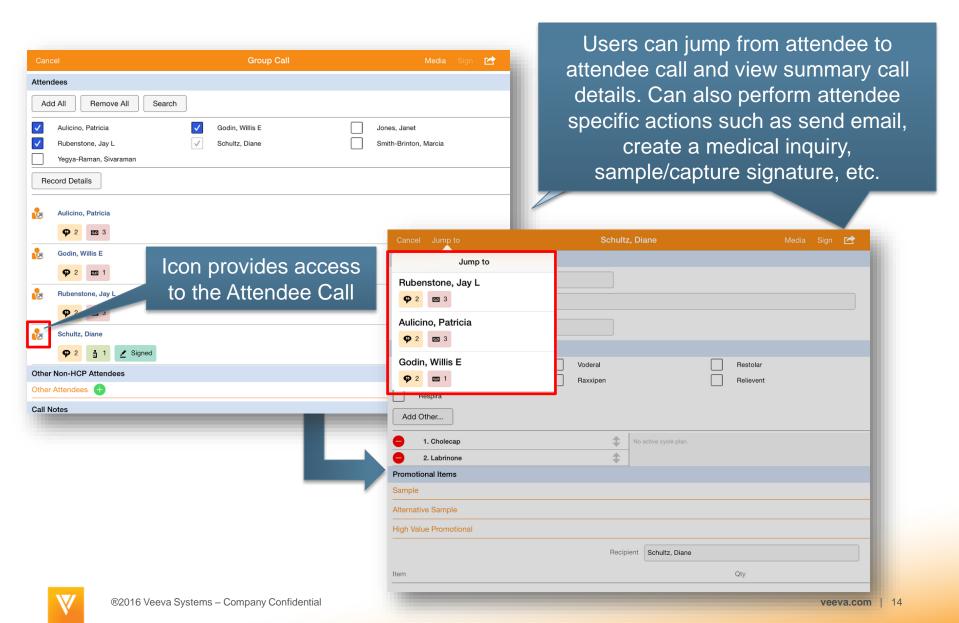


Group Call – Unique Activities

- Attendee specific activities on group calls can be captured
- **Enables users to capture unique information for each HCP** marked as an Attendee
 - This allows the Business Account Call page to act as a hub to capture the details for each attendee call
 - Attendee specific details include:
 - Detailing, Sampling, Media, Call Objectives
- This feature only pertains to Group Calls for Business Accounts
 - Give FLS access to and add the zvod_Unique_Activities_vod marker field to the desired Call page layout in the section containing the zvod_Attendee_vod field
- Available online in view only mode and offline

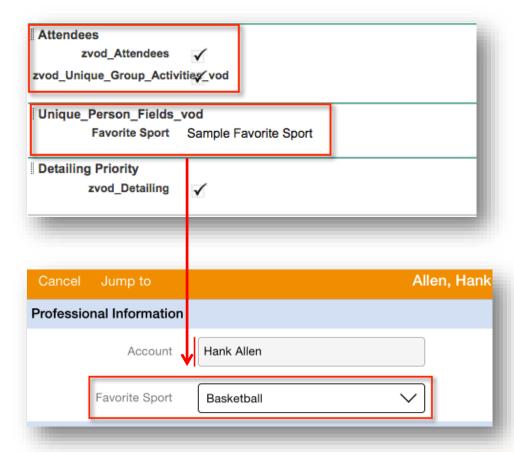


Group Call – Unique Activities



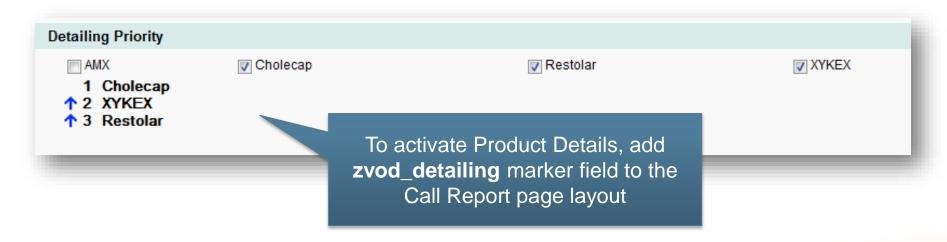
Group Call – Unique Activities

- When using group call unique activities, to capture Attendee Specific Fields
 - Add a new section to the Call page named Unique_Person_Fields_vod
- Fields contained within this section display on attendee call pages for group calls and on individual call pages



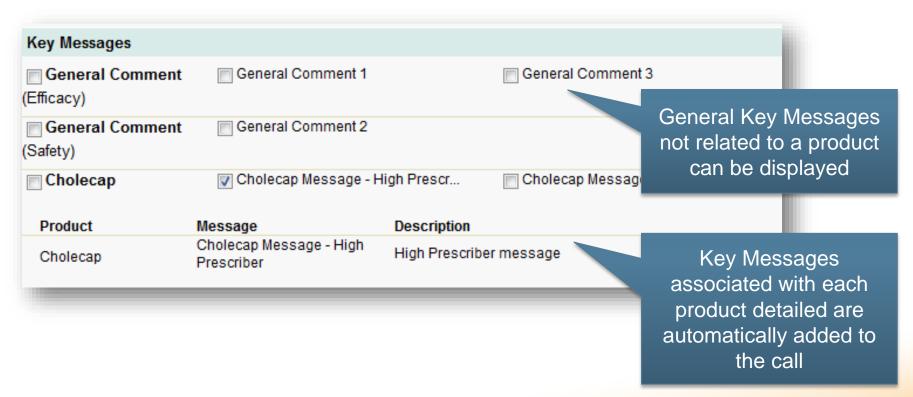
Product Details

- Allows users to indicate which products were detailed and in what order
 - User's My Setup controls which detail products are available for selection
- Products selected automatically have corresponding line(s) in the Product Discussions and Key Messages sections



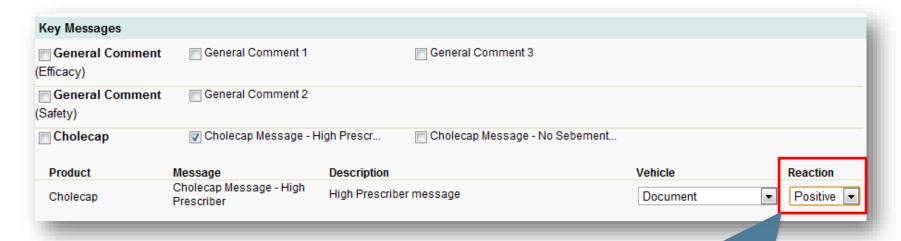
Key Messages

- Branded marketing messages associated with product strategies and product tactics
 - Usually determined by Marketing team and approved by Legal



Key Messages Configuration

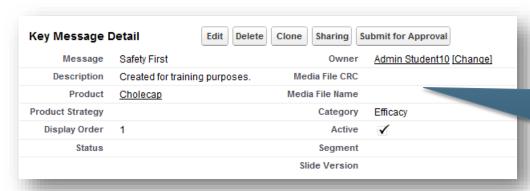
To enable Key Messages, place the zvod_key_messages marker field on the Call page layout



Hide the Reaction field by removing FLS access to the it on the Call Key Message object

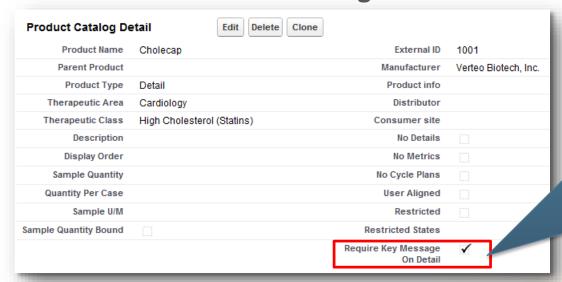
Key Messages

All Tabs → Key Messages



Go to All Tabs → Key Messages to create a new key message and associate with a product

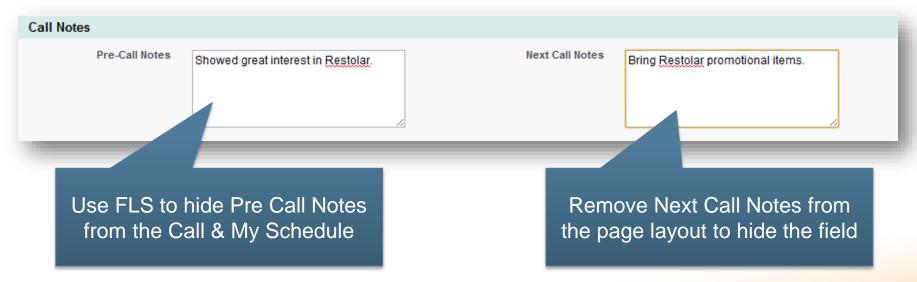
All Tabs → Product Catalog



Go to Product Catalog to indicate whether a Key Message is required when a product is detailed via the **Require Key** Message On Detail checkbox

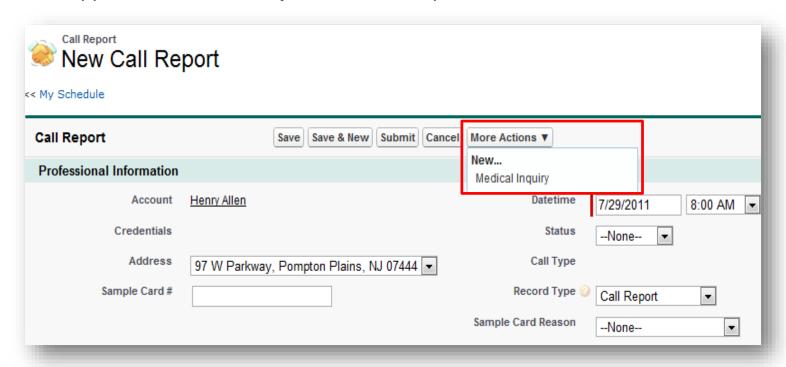
Pre-Call and Next Call Notes

- Next Call Notes recorded on a call will automatically appear in the Pre-Call Notes field for the next call
 - My Schedule also displays the Pre-Call Notes field
- Gives insight into the activities or action items that were recorded on the previous call



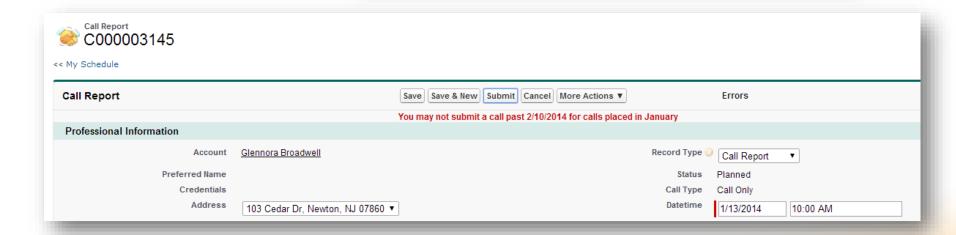
More Actions

- A button and dropdown menu called More Actions can be added to the Call Report page layout
 - Allow users to create a new Medical Inquiry, a new Order, and Send an Approved Email directly from a Call Report



Call Submission Cutoff Date

- Configure a cutoff date for call submission
 - Prevents users from submitting calls recorded in the previous month after a set date in the current month
- Configure the Call Submission Monthly Window Veeva Message
 - Syntax: Month, Day; Call Submission Monthly Window 1,10;2,10;3,10;4,10;5,10;6,10





Call Conflict Warning

- To avoid call planning conflicts, display a warning sign according to call conflict date thresholds
- Helps identify calls on accounts for which other calls have already been scheduled within a specified time period
- Warning is visible on My Schedule and within a Call Report



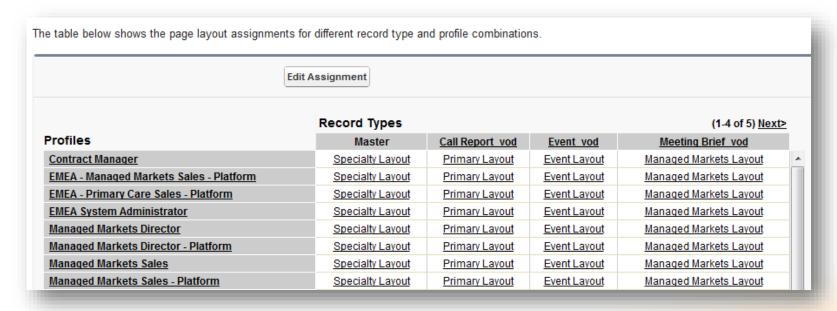
Call Conflict Warning Configuration

- Add the zvod_Call_Conflict_Status_vod field to the desired Call page layouts
- Set the Call_ScheduleConflict_Threshold_vod Veeva Setting to the desired value
- Value must be between 0 and 3:
 - 0 = no conflict control
 - 1 = system checks if another call is present on the selected date
 - 2 = system checks if another call is present 1 day before or after the selected date
 - 3 = system checks if another call is present within 2 days before or after the selected date
- This feature is supported on the online and offline



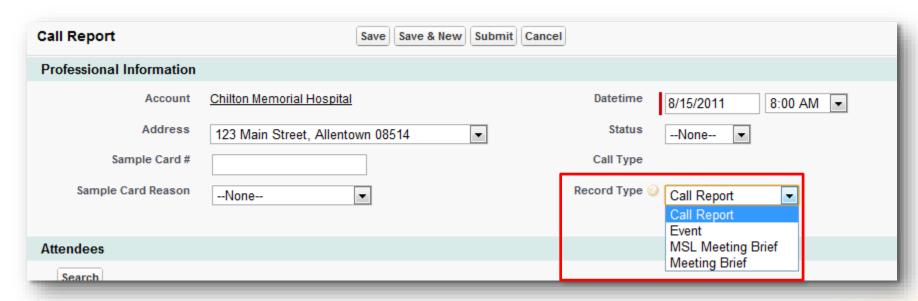
Call Page Layout – Record Type

- Assign a Call page layout for specific Call record type to appropriate profile using the page layout assignment matrix in the Call object
 - Setup → Create → Objects → Call → Page Layouts section and click the Page Layout Assignment button



Call Record Type

- The Record Type field can be placed on the Call page layout allowing users to change a Call's record type
 - Add the Record Type field to all Call page layouts
 - The Call page layout redraws when a different record type is selected



Restricting Call Type by Account Type

- Removing the Record a Call button from Account pages only affects calls recorded online
 - Record a Call menu still appears offline for all Account record types
- Restrict the Call record types available when recording a call for specific Account record types both online and offline
 - When recording a call for hospitals, only allow calls of type Call Report
 - Prevent users from recording calls for Hospital Departments both online and offline

Restricting Call Type by Account Type

Use the ALLOWED CALL RECORD TYPES Veeva Message/Veeva Setting to configure – enter the account and call type labels



Ex: For Hospital Accounts, only allow calls of type Call Report

Hospital_vod,Call Report_vod;;



Ex: Prevent calls of any type from being recorded for Hospital Departments

Hospital Department_vod;;

Defaulting Call Type by Account Type

- Default the Call record type based on the selected Account record type for the call
 - Overrides the default record type defined in the user's profile

Use the DEFAULT_CALL_RECORD_TYPE Veeva Message/Veeva Setting to configure



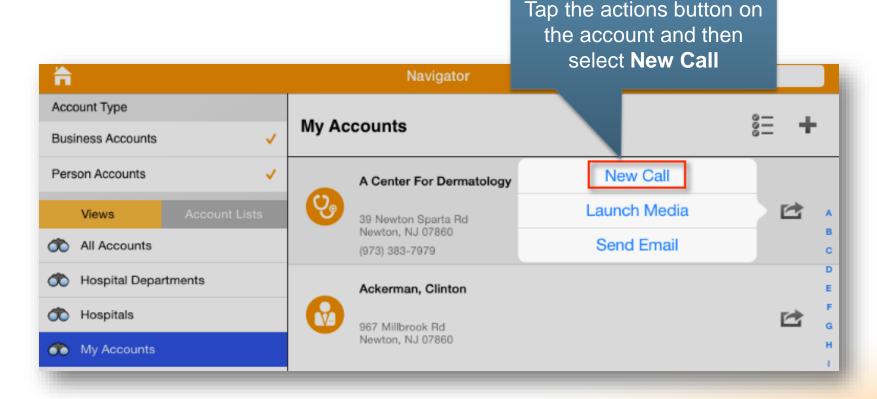
Make Meeting Brief calls the default record type for Hospital calls

Hospital_vod, Meeting Brief_vod;;

Call Reports on iPad

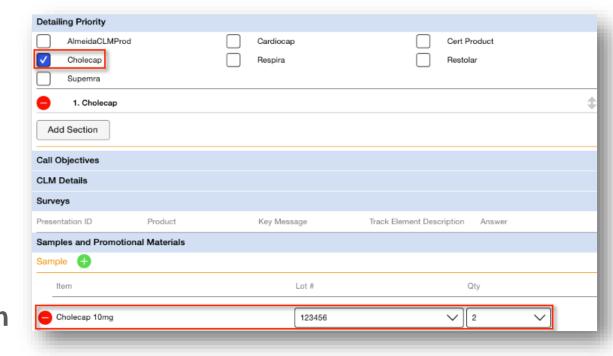
Call Reports

On a call report, users can record products detailed and key messages, capture signature for sampling, display media and capture customer reactions



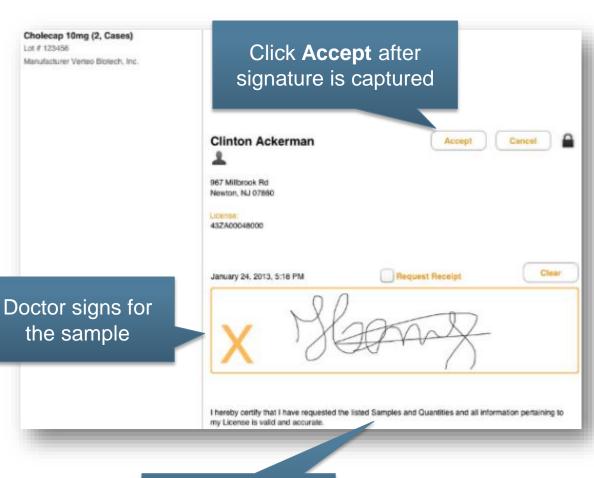
Call Reports - Products

- Products marked as "Favorites" in My
 Setup will display by
 default under
 specified Detail
 Groups
- Products not in a Detail Group will be listed under Common



Call Reports - Signature Capture

- Users can capture signature when dropping samples
- Click the Sign button on the call report to open the signature page
- Disclaimer text can be displayed before signature
 - Enable the Position Disclaimer Ab ove_Signature_vod custom setting



Disclaimer after signature

Module Summary

- Reviewed Call Data Model
- Defined Marker Fields and Section Signals
- Defined call page layout sections including
 - Call Attendees
 - Call Discussion
 - Key Messages
 - Pre and Post Call Notes
- Configured call page layout assignment
- Restrict and default Call types by Account record types



Labs

Account Call Report Configuration