

# Building a CRM strategy that can keep pace with AI

## “Life Sciences Fusion, a Cognizant Podcast” series

AI is reshaping every part of the life sciences value chain, with some of the most significant changes happening in commercial operations. But as AI capabilities rapidly advance, the question is no longer how to use the technology, but how to build a CRM strategy that keeps pace with it.

This was the topic of our most recent episode of the “Life Sciences Fusion, a Cognizant® Podcast” series that explores how life sciences organizations are leveraging technology to redefine their organizations and the industry. Here we share five key takeaways from two of our industry experts, Bryan Hill and Dirk Ilius.

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## Five key takeaways to future-proof your CRM for the AI era

### 1. The CRM should never standalone

CRM is no longer just a system of record—it's the connective tissue within the broader commercial ecosystem. To get real value from AI, organizations must connect data, workflows and insights not just within the CRM but across all enterprise systems.

### 2. Don't customize—configure

The more you customize your CRM for today's AI, the harder it will become to adopt tomorrow's. Transformation projects should focus on building a CRM environment that can adapt as new AI tools become available.

### 3. Treat your platform transition as a push towards transformation

The Veeva-Salesforce split should inspire more than a “lift and shift” migration exercise. Instead, companies should see it as an opportunity to

redesign commercial processes, modernize engagement and make AI part of day-to-day commercial planning and execution.

### 4. Measure AI success by end-to-end impact, not singular actions

AI creates a halo effect. But its value often won't show up in one metric, so traditional KPIs may not tell the full story. Instead, organizations should measure ROI more broadly, evaluating real outcomes like engagement, content consumption and commercial impact.

### 5. Design AI around the people who will use it

value for people, design for explainability, feedback and human oversight from the very start.

## The cost of waiting is increasing. What's your next move?

AI is advancing quickly and long planning cycles can leave organizations playing catch-up. To keep pace, life sciences companies need more than an AI strategy—they need a CRM foundation that gives teams access to the right data, governance and ways of working to test, adopt and scale AI responsibly.

As an AI Builder, Cognizant provides the framework and strategic approach to help companies do just that. Combining deep industry context and systems engineering expertise, our [AI Builder](#) capabilities help life sciences organizations accelerate the design, deployment and scaling of enterprise AI solutions, enabling them to bridge the gap between available technology and actual business value in their CRM and beyond.

Ready to take the next step? Cognizant can help you assess where to start and how to build a CRM strategy that is ready for AI. Check out our full podcast [episode here](#) and reach out to our experts to start building a CRM strategy that can keep pace with AI.