



## Bupa redefines the future of customer-centric healthcare with Tealium CDP



### Challenge

Bupa is a leading multinational healthcare organisation, with millions of customers in Australia. Providing personalised care in the precise moments that matter is central to its ethos, as is continually seeking more ways to care for individuals worldwide.

With an ambition of becoming the world's most customer-centric healthcare company, Bupa recognised that a data-driven revolution would be key to achieving its digital CX innovation goals. The obstacle, however, resided in a plethora of unwieldy data from a wide variety of sources that would require technology-enabled transformation to overcome.



### Solution

In a regulated industry, Bupa recognised that appointing a trusted technology partner would be crucial to achieving data-driven CX excellence. Moreover, Bupa's data leaders were keenly aware of the need to bring all key stakeholders across the business along the transformation journey. Key to gaining internal buy-in would be identifying the quick win use cases that could demonstrate the immediate value of hyper-personalised customer and prospect engagements.

To achieve its ambitious goals, Bupa needed to find the perfect technology partner to propel its data-driven transformation. After considering the vast array of options in the market, Bupa selected global CDP pioneer, Tealium, to serve as a trusted partner on its journey to transformational excellence.



### Results

Combining Tealium's CDP with Bupa's digital CX strategy has drastically **reduced the healthcare brand's time to insights from 14 hours to just 30 minutes**. This has led to a **1.8% uplift in landing page conversions** and a **3 percentage point lift in conversions from single quotes**. Concurrently, Tealium has empowered Bupa to achieve operational excellence by **reducing live chat messages by an astounding 145,000 per year – a 17.9% reduction in comparison to the pre-Tealium CDP period**. In a hyper-competitive market, Bupa's adept utilisation of Tealium's infinitely scalable CDP has also delivered **approximately \$3M in new revenue opportunities** over a 12-month period.

## Brand Values Enhanced by Trusted Data

With a future-ready mindset, Bupa understood the importance of a trusted data foundation to advancing consumer welfare at every life stage via insights-driven CX. As privacy laws evolve, Bupa also prioritised establishing an effective data governance framework to build enterprise resilience and mitigate risks.

To achieve its ambitious goals, Bupa sought to identify the perfect technology partner to propel its data-driven transformation. After considering the vast array of options in the market, Bupa selected global CDP pioneer, Tealium, as its partner of choice on a journey to transformational excellence.

## Revolutionising the Future of Healthcare, One Experience at a Time

Increasingly, consumers seek to play a more active role in their health, whilst demanding a flexible and frictionless healthcare experience customised to their needs. Amid accelerated digital globalisation, consumers also expect interconnected virtual and physical healthcare experiences to be the norm.

With the benefit of Tealium's strategic consulting, Bupa established a data centre of excellence to unify cross-functional teams towards a common vision. Alongside a Quarterly Platform Forum, which brought together stakeholders from across the business to review key milestones, Bupa built a firm foundation from which to achieve CDP-enabled CX excellence. In turn, this maximised the return on investment (ROI) of CDP adoption and accelerated Bupa's aim to be the most trusted digitally integrated healthcare partner to its customers.



# Personalisation Performance for Delightful Experiences

Tealium brought Bupa's innovative CX strategy to life, with personalised offers and messaging delivered in the moments that matter. This improved time to market by delivering the right message to the right person at the right time. Consequently, conversion rates rapidly improved to fulfil one of the key goals of the 20-strong combined Bupa and Tealium implementation team. The immediate wins allowed the implementation team to demonstrate to the entire organisation the significant economic value to be derived from a single, trusted and accurate data source enabled by Tealium's CDP.

The success of the implementation attracted global industry recognition, with Tealium and Bupa jointly nominated as a finalist in the 'Best Use of Data and Insights' category at The Drum Awards.

// We strive to be present for our customers when life happens to ensure help is only moments away. As we continually seek more ways to care for individuals worldwide, Bupa recognises that penetrating insight into real-time consumer needs is key to providing customised care in the precise moments that matter.

As the world's most trusted CDP, Tealium was our partner of choice on a journey to data-driven CX excellence. Tealium CDP illuminated every user interaction along a path to purchase to identify interests, preferences and needs in real time. This crucial capability powered Bupa's omnichannel personalisation performance to deliver delightful experiences tailored to unique customer needs.

**Customer Data Platform and Digital Analytics Manager — Bupa**



## Conversion Rates Soar, whilst Costs Plummet

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# Cementing the Foundation for Future-Ready, Agile Growth

Building upon the notable quick wins, Bupa's digital CX innovation ambitions have escalated in parallel with their faith in Tealium CDP's ability to compliantly commercialise data for customer-centric growth.

The multinational healthcare organisation is currently developing a three-year roadmap to scale the intelligent use of data for competitively differentiated CX. Key to implementing this roadmap is leveraging AI-powered predictive analytics to combine the benefits of hindsight and foresight to accurately anticipate customers and prospects' next actions and respond in real time. In turn, the implications for improving customer loyalty and lifetime value are enormous.



“ Tealium's data orchestration capability unlocked the economic value of first-party data to deliver significant commercial returns. Amid macroeconomic uncertainty, Tealium also generated operational efficiencies, saving support agents a phenomenal 145,000 messages annually, whilst reducing time to insights from 14 days to just 30 minutes.

Tealium was the catalyst of Bupa's CX revolution by cementing the foundation for future-ready, agile growth. With a data-centric commercial strategy, Bupa is now on solid ground to propel success in an evolving global digital economy.

**Head of Customer Analytics — Bupa**

## Competitive Advantage via Operational Excellence

With Tealium as a trusted partner, Bupa continues to make strides in infusing authenticity and sensitivity into every customer interaction. Yet, operational excellence remains a top priority amid macroeconomic volatility. Tealium's CDP has enabled unlocking significant commercial returns, whilst improving resource allocation and workforce productivity. In a regulated industry, Bupa's CDP-powered data revolution has set the course for operational excellence that engenders competitive advantage in a Web 3.0 era.