



# Placing a premium on customer experience.

Bupa UK uses Adobe Experience Cloud to enhance experiences through a data-driven understanding of customer journeys.



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*Maurice Ky, Analytics Manager, Bupa UK*

## SOLUTION

Adobe Experience Cloud including the Adobe Analytics solution in Adobe Analytics Cloud and the Adobe Target Premium solution in Adobe Marketing Cloud

Adobe Professional Services

## RESULTS

**2x** More **STRATEGIC** inquiries from business teams

 Encouraged data **SELF SERVICE** among non-technical users

 Ease of use and training **ACCELERATED** adoption

**100%** Increase in response rates using **DATA-DRIVEN** decision making



## Bupa UK

Established in 1947

Employees: More than 84,000

London, United Kingdom

[www.bupa.co.uk](http://www.bupa.co.uk)

### CHALLENGES

- Support a growing online audience and make information easier to access
- Differentiate the Bupa brand from other healthcare companies through superior customer experiences
- Gain a complete view of customer journeys by fully integrating data into a single dashboard

### USE CASES

- Digital Foundation
- Customer Intelligence

## Living longer and healthier

Headquartered in London, Bupa is a global healthcare company whose mission is to help customers at every stage of their lives live longer, happier, and healthier. Because the company is privately held, Bupa only has one group of people to answer to—its customers.

Customers, and those looking to become Bupa customers, are spending more time online researching health plans, looking for healthcare providers, and requesting quotes. In response, Bupa UK is investing more resources into advancing healthcare in the UK, and the digital experiences that drive its business. To develop new customer experiences, Bupa UK needed the necessary insights to make the best decisions possible and improve business performance.

“We started making significant investments into our digital presence,” says Maurice Ky, Analytics Manager at Bupa UK. “To make each investment meaningful, we wanted to harness the power of customer data intelligence to deliver real impact.”

Bupa UK took a disciplined approach to leveraging data and wanted to expand its marketing playbook by answering every question about its customers, looking at how to innovate at every opportunity, and empowering team members to deliver best-in-class experiences. This approach also required Bupa UK to integrate new sources of information into anonymous customer profiles and automate analytics to make its new initiative sustainable. The team needed an easy-to-use solution that enabled stakeholders to access data directly.

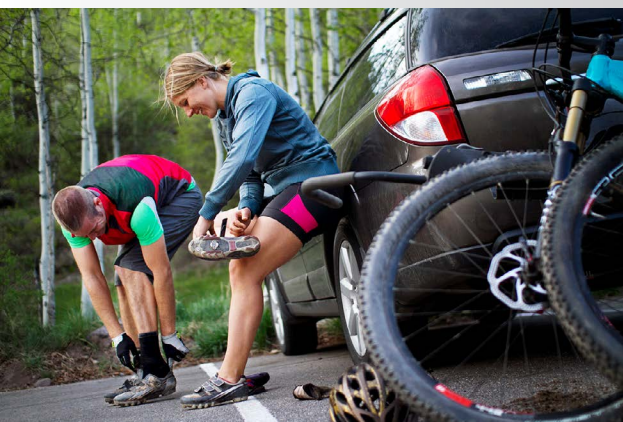
“Adopting Adobe Analytics was a watershed moment for our company, empowering us to quickly become an even more data-driven organisation,” says Ky. “By partnering with Adobe, we positioned ourselves for faster, repeatable success.”

From the beginning, Bupa UK knew that success would revolve around three key components: its people, relationships, and processes.

## Empowering staff

Bupa UK wanted to align development plans with the company's marketing goals and technology roadmap. The company leveraged Adobe Professional Services training and consulting services to establish a consistent understanding of how Adobe Analytics could be used to answer existing business questions, as well as uncover new opportunities and queries. Bupa UK used Adobe Professional Services to build new digital marketing skills among its people.

“Through training and learning pathways, Adobe Professional Services enabled us to gain company-wide buy-in for our new solutions, as well as build the know-how behind our analytics success,” says Ky. “As part of our annual skills assessment, we measured an overall 80% growth in digital marketing and analytics skills and capabilities across business groups.”



“Adobe Analytics enabled us to gain greater insights about who is engaging with us and whether they are an existing customer looking to add a product or a prospect. By getting to know how customers navigate across our sites and products, we have laid the foundation for more personalised customer experiences.”

*Maurice Ky, Analytics Manager, Bupa UK*

Within two months of launching its training initiative, self-service through Adobe Analytics dashboards rose significantly. At the same time, Bupa UK’s analytics team saw a 75% reduction in requests for simple data reports and greater demand for more complex reporting. The analytics team now receives more inquiries about how teams can optimise customers’ experiences and move the business forward.

“People see the value and job satisfaction that data can bring to decision making and are taking more advantage of it,” says Ky. “Our teams are spending less time trying to work out what has happened, and more time testing to improve experiences through better targeting.”

Using data provided by Adobe Analytics, the company has been able to prove that the highest audience conversion rates come from customers with high page views. As a result, Bupa UK is focusing on targeting customers with a slightly lower page viewing threshold who can most likely be steered to a higher page view group. At the same time, Bupa UK is focusing PPC (pay-per-click) campaigns to target audiences with higher page views, helping to deliver greater annual returns.

Similarly, PPC campaigns are targeted at customer segments with higher quote values, leading to incremental revenues, while investments in PPC campaigns for lower-performing segments are reduced. Using insight from Adobe Analytics, Bupa UK can now focus, for example, on audiences in the highest-performing postal codes to refine campaigns and increase ROI.

## Evolving relationships

Customer interactions can be quite complex if they engage with multiple business areas. Using Adobe Analytics, marketers and analysts at Bupa UK can better communicate what those customer journeys look like.

Bupa UK connected its data warehouse to Adobe Analytics to create a complete view of online and offline customer journeys as they navigate across channels and product pages. This gave the company a clearer image of how audiences use different devices, log in to accounts, and interact with pages once logged in, enabling the company to eliminate irrelevant PPC campaigns.

“Adobe Analytics enabled us to gain greater insights about who is engaging with us and whether they are an existing customer looking to add a product or a prospect,” says Ky. “By getting to know how customers navigate across our sites and products, we have laid the foundation for more personalised customer experiences.”

Adobe and Adobe Analytics helped shift how the company views and works with its solution providers. The company is building a complete technology roadmap that will support testing, personalisation, and site optimisation programs, as well as multichannel campaigns.

## SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Analytics Cloud

- Adobe Analytics
- Analysis Workspace
- Marketing Reports and Analytics
- Ad Hoc Analysis
- Data Connectors
- Data Warehouse

Adobe Marketing Cloud

- Adobe Target Premium
- AB Testing
- Multivariate Testing
- Rules Based Targeting
- Geotargeting
- Automated Personalization

Adobe Professional Services

### For more information

[www.adobe.com/experience-cloud.html](http://www.adobe.com/experience-cloud.html)

[www.adobe.com/data-analytics-cloud.html](http://www.adobe.com/data-analytics-cloud.html)

[www.adobe.com/marketing-cloud.html](http://www.adobe.com/marketing-cloud.html)

[www.adobe.com/experience-cloud/service-support/professional-services.html](http://www.adobe.com/experience-cloud/service-support/professional-services.html)



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## Structured processes

Since working with Adobe Analytics Bupa UK has launched new customer engagement campaigns built around top areas of interest, such as health trends and medical breakthroughs. Within less than 21 days of applying new customer insights from Adobe Analytics into campaign activities, the company has seen targeted response rates double.

Increased confidence and early success have also prompted the company to deploy Adobe Target Premium to help drive optimisation and personalisation initiatives. By personalising new experiences using the AB testing capabilities in Adobe Target Premium, Bupa UK sees significant opportunities to further differentiate itself from other health and care companies.

“We’re an organisation that always keeps its eyes on the horizon—looking for new ways to innovate and deliver better customer experiences,” says Ky. “We’re incredibly excited about using technology enabled by machine learning and AI-driven automated personalisation to help us deliver high value content with precision targeting through Adobe Target using Adobe Sensei.”