



PegaWorld*iN*spire

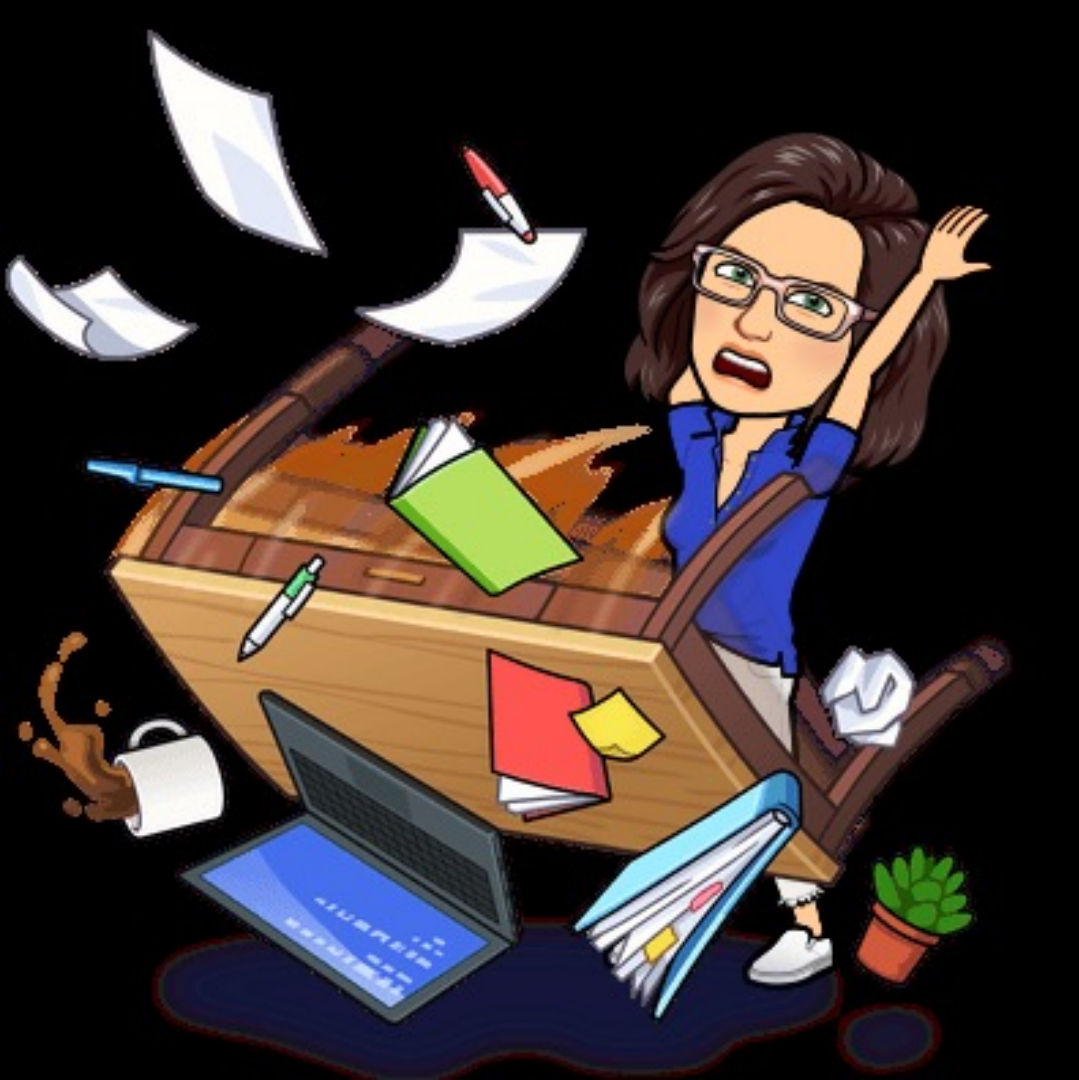
BUPA is transforming healthcare as we know it

Lisa Dickson
Bupa, Australia



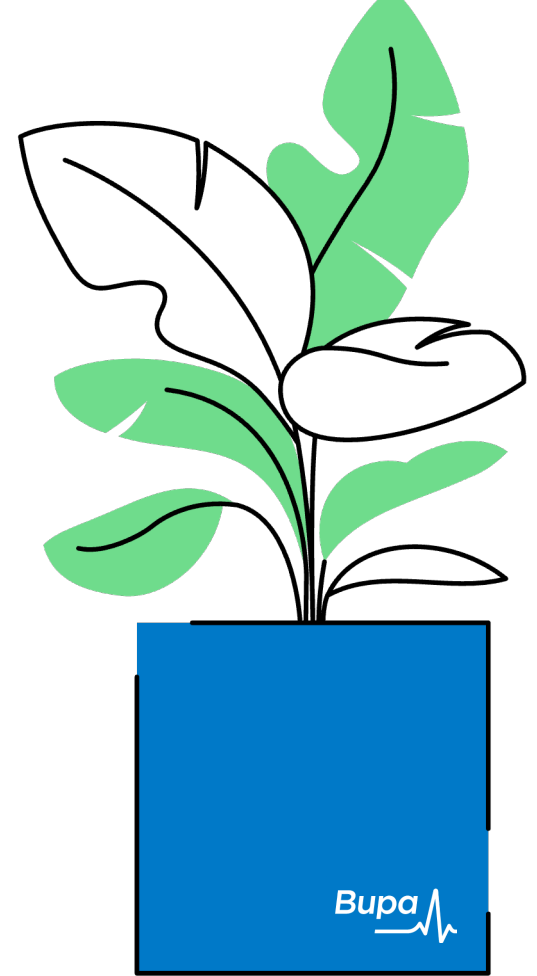
"Our ambition is to be the world's most customer centric healthcare company"





Lisa Dickson

**Helping our
customers to
live longer,
happier,
healthier lives**



Hospital

Aged care

Wellbeing

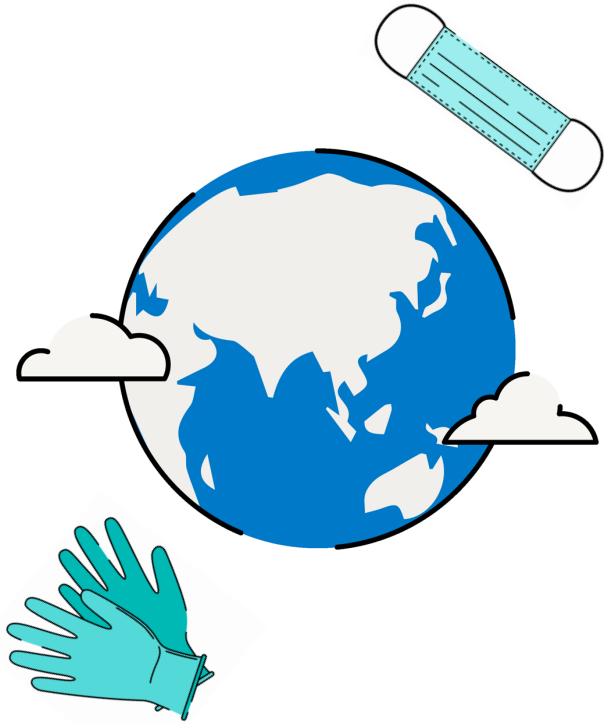
Dental

Optical

Home & car insurance

Pet insurance





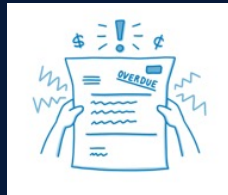
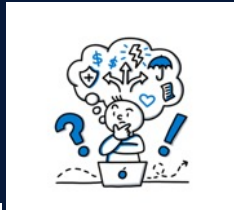
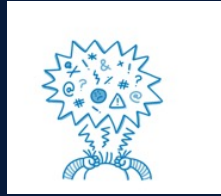
Industry challenges



**Personalised,
two-way
customer
conversations,
enriched with
empathy and
emotion**



Moments That Matter the Most to Our Customers





Customer decision hub





In the first 6 months...

- + 50%** Delivery efficiency uplift
- + \$1m** Partnership spend savings
- + 30%** Customer response uplift
- 0.7 %** Reduction in customer opt outs

Also in the first 6 months...

More than 100 active propositions in Pega

- 1st use case:**
Personalised sales pathway
+\$5.2M **65 NPS**
(incremental revenue, annualised)
- 2nd use case:**
Personalised referrals
+\$2.4M **23 NPS**
(incremental revenue annualised)
- 3rd use case:**
Personalised hospital recovery
+\$4.8M **63 NPS**
(incremental savings annualised)

HORIZON 1

Outbound personalisation





Welcome

- Personalised welcome experiences
- An extension of personalised sales funnel



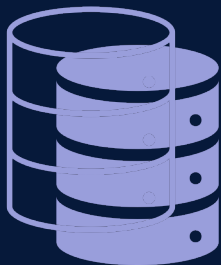
Being rewarded

- Testing a range of rewards categories
- Responding quickly to customer feedback and complaints



Health experiences

- Hospital and at home care
- Proactive as well as reactive care



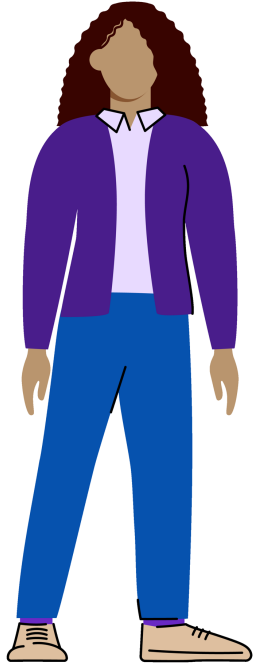
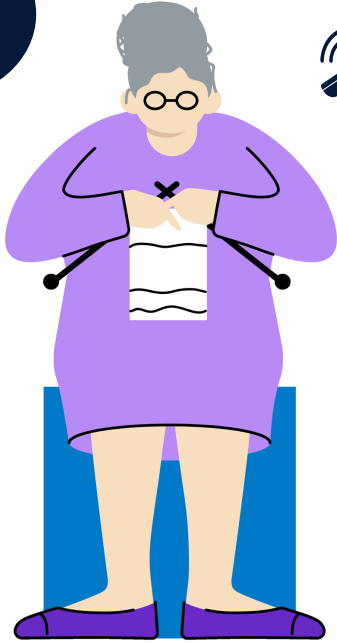
With automation & machine learning in place, the human brains have more capacity to shape strategy and value

Customer centric – watch this space

Aunt
Bea
Also 90
years



Aunty
Betty
90 years

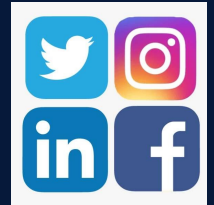


Her
daughter
Deb
34 years

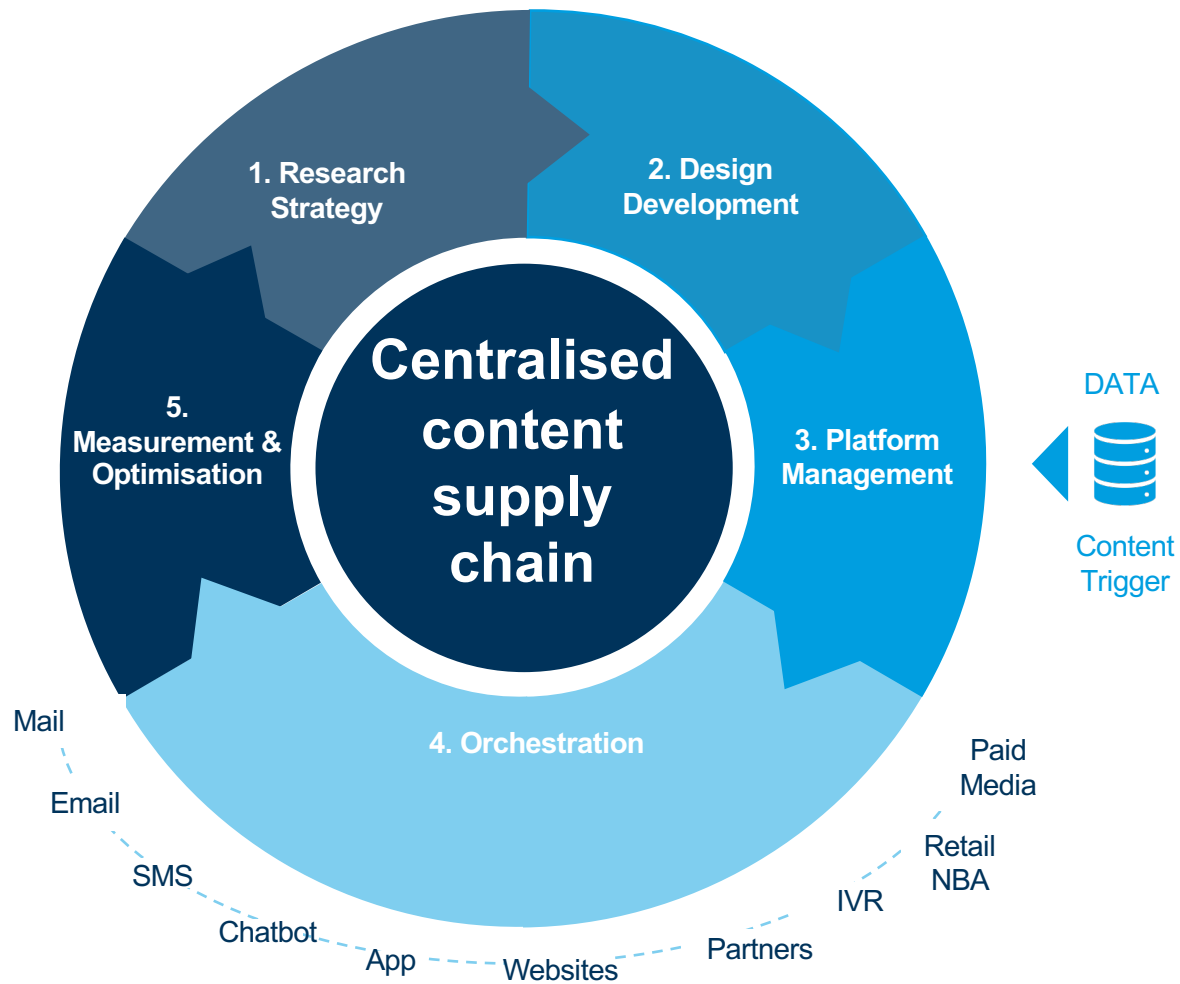
Bupa Optical Bupa Dental

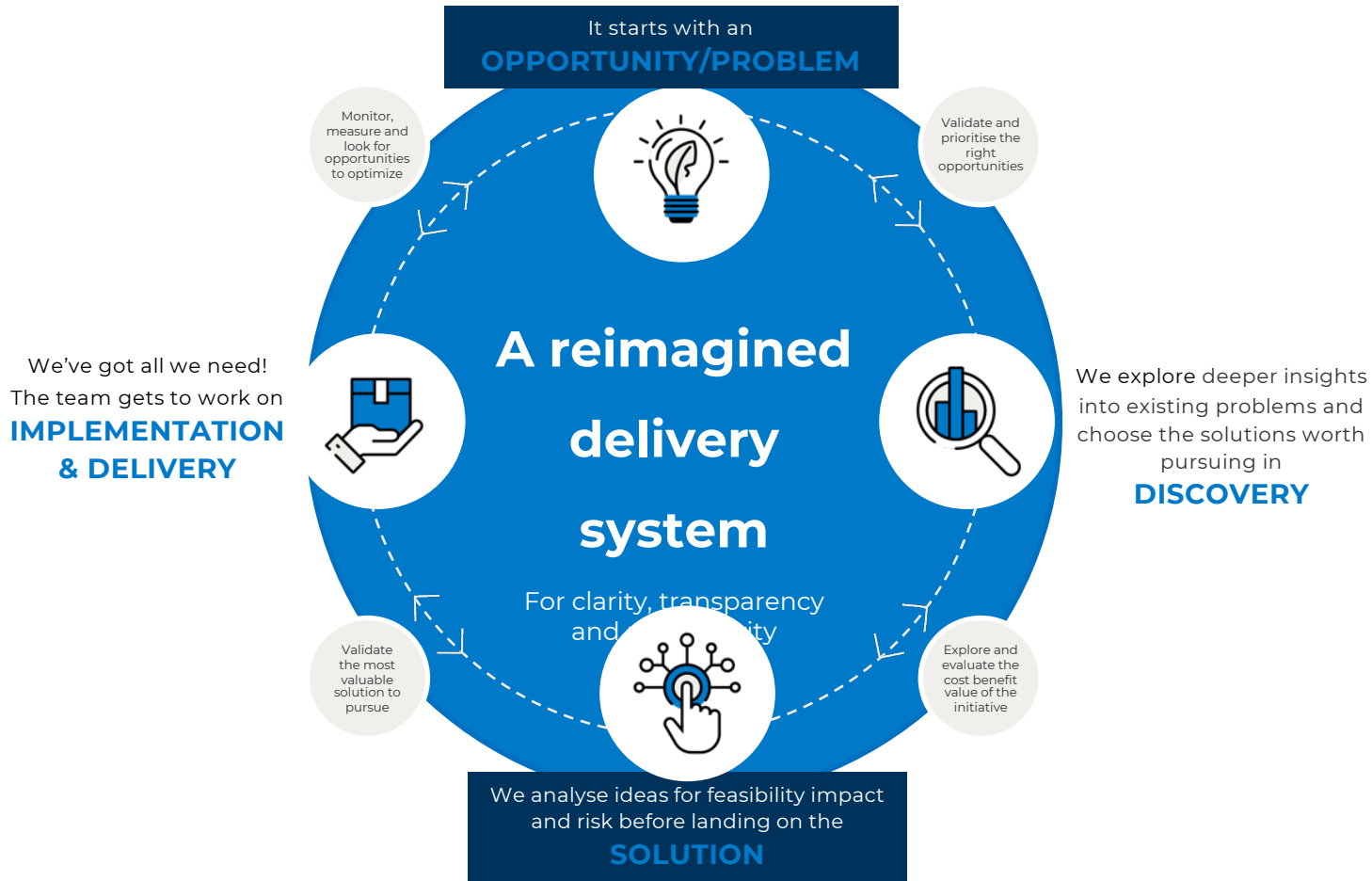


Ease of
out of the box
connectors
to our tech
eco system









Shaping Bupa's Future Through a Powerful Partnership

- Data structures
- Wizard accelerators
- Customer insights
- NBA designer
- Case management
- Customer service
- Fraud & risk
- Marketing operations



Thank you

