Bupa is a global health insurance provider and the largest health insurer in Australia, providing services and products to more than 6 million customers in Australia and New Zealand, and more than 32 million worldwide.

The Challenge

Bupa wanted to totally reinvent customer service using the myBUPA app to provide greater personalization and choice for its customers. By doing so, they hoped to increase customer satisfaction and deliver a more personalized experience. Lastly, Bupa wanted to deliver mobility services through the myBUPA portal.

The Sitecore Solution

After a competitive bid, Bupa selected Sitecore, replacing its previous Java Vignette platform. It also decided to deploy a hybrid cloud solution using internal resources coupled with Microsoft Azure. The hybrid network utilizes Azure Express Route, allowing the company to extend its on-premise back end into Azure over a private connection. The Azure Service Environment also allows fully isolated and dedicated environments for securely running its myBUPA app service at high volume.

“Our old site was not mobile responsive,” said Bjorn Miller, Digital Development Manager at Bupa. “Our goal was to make it more customer friendly on a mobile phone, as well as increasing usability and accessibility using Sitecore.”
Case Study • Bupa

“This is a very good win for us. When you build an experience that is customer-centric, then the outcomes can be very good.”

– Bjorn Miller, Digital Development Manager, myBUPA

The Outcome

As a result of a 16-month program, Bupa Digital completely rebuilt the myBUPA site, which is a self-service website for members. The new site is based on Sitecore Experience Platform 8.2, which natively supports Microsoft Azure services. The myBupa app is now handling 600,000 customer transactions per month, with 1.5 million logins to the service over the last 12 months. Net Promoter Scores have also increased by four points since the service went live, demonstrating the effectiveness of the Sitecore and Azure solution, which powers both the myBUPA website and the apps on customer mobile phones.

To learn more visit sitecore.com

Success Snapshot

• Sitecore® Experience Platform™ (XP v8.2)
• Microsoft Azure (PaaS)
• Sitecore® Experience Database (xDB)
• Sitecore® Experience Accelerator™ (SXA)