



Technology transformation at Bupa is improving lives in Australia and New Zealand

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Digital transformation: Do you have the right strategy?

For many organisations, digital innovation is focused on the customer experience.

Most companies understand that to become future-ready, to gain competitive advantage, they need to build trust and loyalty through experiences that delight their customers. Omnichannel strategies, hyper-personalisation and innovative products and services are all part of this new customer experience. But that's only part of the equation.

At its core, digital transformation is business transformation, and that makes it a people and organisational issue. Transforming the employee experience is just as important as transforming the customer experience. A stellar employee experience attracts talent and boosts workforce engagement, productivity and retention — which directly improves a company's financial performance. Such companies outperform the S&P 500 by 122% and are 21% more profitable than companies with poor employee engagement. It's all about the human impact.

Fortunately, companies don't have to start from scratch with employee experience. They already have a valuable tool at their disposal: the playbook they've used to enhance customer experience. By applying purpose driven, human-centred and customer-centric principles to the employee experience and internal business processes, companies create sustainable business value through increased cost efficiency, productivity and growth.

Ultimately, employee experience drives customer experience. For example, Bupa, one of the world's leading health companies, recognised that it needed a transformation to achieve dual business outcomes: be an effective champion for customers, and enable and inspire its people. Avanade Advisory supported Bupa's transformation across multiple domains to accelerate its journey toward a more digital business. Avanade supported Bupa's customer experience and personalisation program to deliver the right message to the right members at the right time through the right channel. Avanade also helped Bupa set future-ready enterprise architectures and define key digital building blocks including cloud foundations, integration fabric and modern engineering disciplines.

In partnership with Avanade Advisory, Bupa also transformed its information services operating model and ways of working to better-equip its people to be effective champions for customers, embrace agile disciplines and collaborate seamlessly across the business through cross-functional teams.

Digital transformation requires a careful balance of investment in customer- and employee-focused innovations. Avanade Advisory can help you develop practical strategies to make your digital transformation easier and accelerate business outcomes.

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