

Case Study

Avanade supports Bupa's frontline consultants with intuitive knowledge management solution



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Bupa

In today's on-demand world, where consumers expect organisations to anticipate their needs, it's essential that front-line consultants in call centers and retail outlets have access to systems that enable them to provide a more rewarding and satisfying customer experience.

Bupa offers health insurance to around four million Australians and is backed by a call centre and retail network.

Providing personalised and meaningful interactions through its frontline is an important part of the way Bupa serves its health insurance customers.

In recent times, Bupa has embarked on a journey to overhaul its knowledge management system. This was the system where front-line consultants sourced information for customers' enquiries.

Information within the system was often hard to find and frequently required frontline consultants to reference multiple systems, routinely opening a number of PC windows to equip themselves to handle calls.

To ensure that customers received what they needed from their interactions with the frontline, Bupa initiated a review of its system to replace it with a central hub of Bupa best practice knowledge and information, which would act as a reliable and trusted source of truth.

Avanade's Solution

Bupa engaged Avanade to help deliver a solution to support a consistent customer experience across customer service, sales, health and benefits.

The solution was to provide front-line consultants with real time access to relevant content enabling them to answer enquiries in a timely way, thereby helping customers make the right decisions at the right time.

The solution was also to deliver a personalised and compelling experience for all users of the system, tailored to a team member's specific role. It needed to be able to facilitate re-engineered content driven by customer enquiries and to be a standard, quality business operating framework to support all customer interactions.

The Avanade team partnered with Bupa's CIO plus customer service and IT teams, to build Know-it, a responsive and proactive knowledge portal using Sitecore Content Management System built on a Microsoft platform.

The Know-it system was designed to mesh with content repositories and posting processes on the knowledge development side, and incorporated tried and tested common processes for creating and using content.

"Know-it is an intuitive, flexible and adaptive system that makes life so much easier for our front-line teams. It gives them access at their fingertips, probably for the first time, to information that makes their roles just that little bit easier."

Gael Filippini, Director of Customer Service, Bupa

On the delivery side, Know-it was built to recognise different end user roles and customer enquiries.

An innovative implementation of Sitecore, combined a content authoring system with the knowledge management application. Creating a metadata strategy and overarching information architecture helped drive the design and ensure a system that houses high quality information, combined with a powerful search engine that returns excellent, accurate results instantly relevant to the end user.

Stimulsoft was used for a robust reporting tool to report on content contribution, the number of views, and related content management data.

Bupa also leveraged proven Avanade and Accenture change management strategies, as well as user experience design, to establish sound content processes and support behavioural change and rapid platform adoption.

Multiple Avanade expert areas were engaged in a team of divergent skills to quickly help transform Bupa's frontline consultants' access to timely information.

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Results Realized

Know-it is delivering excellent results to date. Bupa CIO, Peter Powell, assessed the system's success and found himself amazed by the efficiency of the new system in providing simple and efficient access for frontline teams.

Know-it has become an important enabler of serving the current and evolving needs of Bupa's customers.

Key solution benefits include:

- **Readily available current and accurate content on** Bupa health insurance policies, products, operational procedures, campaigns and technical communications
- **Easily accessed enquiry based content** to support front-line consultants in finding answers, interpreting information and communicating with customers
- **Targeted user experience** for front-line consultants, supporting better 'findability' of content based on their role
- **Clear, easy-to-follow governance** around content creation, approvals and re-use, simplifying roles for multiple Bupa professionals
- **Plentiful side benefits** including reduced training time.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com.

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