



Information about Bupa

Bupa is a leading healthcare organisation in Australia that offers a wide range of services including health insurance, aged care and dental services to its customers. With over 4 million customers, Bupa is committed to providing high-quality services and improving the health and wellbeing of its customers.

Bupa's contact centres are staffed with expert professionals who deliver exceptional customer service and provide support for a range of inquiries including policy information, claims and general health advice.

The organisation invests heavily in technology and training to ensure that its contact centre staff are all equipped with the skills and tools required to deliver the best possible service to customers. Bupa's commitment to customer service is reflected in its high customer satisfaction ratings and its reputation as a trusted healthcare provider in Australia.

Motivation for Change

Bupa understands the significance of staying ahead of the curve when it comes to workforce management and that it is essential to ensure their business is set up in the most efficient and effective manner, which means staying up to speed on all the latest trends and products available in the market.

Bupa thought that engaging professional services and project managers would be invaluable in making any necessary changes to have enterprise-wide functionality and a complete view of resources and forecast resource requirements across all channels. Bupa was also looking to advance forecast accuracy across all channels with interval, daily, weekly and monthly views. By working with an expert in the industry, Bupa sought to seamlessly implement a variety of improvements across their business including integrating iWD data with WFM, introducing skill-based routing and applying gamification in their voice contact centre.



DESIRED SOLUTIONS

Prior to Bupa using Alvaria WFM, they were in search of a solution that could:

- Have enterprise-wide functionality and a complete view of resources and forecast resource requirements across all channels
- Enhance forecast accuracy across all channels with interval, daily, weekly and monthly views
- Advance rostering and scheduling processes
- Predict what-if scenarios
- Provide a comprehensive view of operations and resources
- Optimise operations

Why Alvaria?

Bupa believes that Alvaria WFM is an incredibly valuable tool for their business and they use it in a variety of areas including their Gamification in the Voice Contact Centres, showcasing to the business the benefits of Intradem, introducing and setting up Retail on WFM, Payroll Integration, putting together the next three year plan using the Universal Flexible Workforce and more such as BOH claims, their retail network (over 65 stores) and customer advocacy teams etc. It is also used in their medical and visa scheme contact centre and Australia Defense Force.

One of the most significant benefits of Alvaria is its enterprise-wide functionality, which provides Bupa with a complete view of resources and forecast resource requirements across all channels. With Alvaria, they have achieved great forecast accuracy across all channels, with interval, daily, weekly and monthly views.

It's a fantastic tool for rostering and scheduling and the ease of what-if scenarios has been invaluable to their team. They particularly like Alvaria's ability to provide a comprehensive, enterprise-wide view of our operations and resources. Its functionality has helped Bupa to optimise operations and achieve greater forecast accuracy, which has resulted in improved customer satisfaction and retention. They are confident that Alvaria and Call Design will continue to play a vital role in their ongoing success.

"I have been working with Call Design for the last seven years. What I enjoy the most is that I consider Call Design an extension to the workforce optimisation team - They are a true partner in helping us achieve our business goals."

– Daniel Ghita, Bupa

Why Call Design?

Bupa Health Insurance are proud to have the support of Call Design throughout their journey to become a market leader in workforce management. Call Design's team have been instrumental in guiding Bupa through the evolution from workforce planning to workforce engagement, helping to enhance operations along the way.

One of the most valuable contributions Call Design made was their close workshopping and strategic planning, which enabled Bupa to set a clear path forward for their workforce management maturity. Call Design's expertise and guidance allowed them to see where they were at the time and determine the next steps necessary for success. Call Design's expert team also helped to showcase the benefits of Intradem, introduced retail on WFM and set up preference-based scheduling and shift bidding.

Call Design enables Bupa to plan for the future, put together their universal flexible workforce plan and provided tailored training for their senior resource planners. Call Design also supported their team in keeping up with Alvaria and industry best practices by keeping them informed on the latest trends.

Bupa appreciates the ongoing partnership with Call Design and commitment to their success. Thanks to Call Design's guidance, Bupa is confident in their ability to advance and provide the highest level of service to their customers.

The Results

With the implementation of the Alvaria WFM Suite by Call Design, Bupa has been able to continually grow and deliver consistent world-renowned customer service.

The comprehensive capabilities of Alvaria WFM have enabled contact centre managers of Bupa to have an enterprise-wide view of their operations and resources, as well as enhance forecast accuracy across all channels.

Call Design empowered Bupa to increase forecasting accuracy, make the Alvaria rostering and scheduling processes easy to use and provide the ability to predict what-if scenarios. One of the most significant outcomes was Bupa's improved ability to have a comprehensive, enterprise-wide view of their operations and resources. This allowed them to identify areas of development and make informed decisions about how to heighten their workforce to deliver a superior customer service.

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