

Max Bupa Baby Campaign

By

Deepali Arunkumar Prasad

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



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Date: 01 Jul 2020

TO WHOM SO EVER CONCERN

This is to certify that **Ms. Deepali Prasad** has completed her Internship from our organization. Her training period was from **7th Feb 2020 to 7th May 2020** during which she has worked in **Marketing Department** under the guidance of **Mr. Akshay Dhingra – (Assistant Manager - Brand and Activation)**.

She has completed the same successfully. She was diligent and persevering and has picked up knowledge and understanding of the applicable concept.

We wish her success in her future endeavors.

Regards,
For **Max Bupa Health Insurance Company Limited**



Rati Diwan
AVP - HRBP and Head - Organisation Capability and Development

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ABBREVIATIONS

1. **MBHI**- Max Bupa Health Insurance
2. **WOM**- Word of Mouth
3. **HNI**- High Net Worth Individuals
4. **AV**- Audio/Video
5. **POC**- Point of Care
6. **TG**- Target Group

ABSTRACT

Due to the inherent nature of health insurance, most of our customers interact with us either at the time of claims when a loved one is in hospital or at the time of renewals.

‘At the time of a claim, customers are dealing with a medical emergency and are understandably stressed. At such a time it’s important for Max Bupa to deliver the best service possible by being accessible, transparent and most importantly, quick. Customers are kept updated of the status of the claim via phone, SMS and email to ensure that it’s not missed under any circumstance. Max Bupa successfully manages to process 96% of cashless claims cases in under 30 minutes. This feat is an industry first and has been a competitive advantage for Max Bupa as none of the competition has been able to match these timelines.

Renewal of the policy, for most customers is a chore. It’s something that needs to be undertaken and is at present a purely transactional interaction with the customer with our representative following up for payment

In none of the above-mentioned occasions are we able to interact with customers on a positive note i.e. during a happy moment in the customer’s journey with us. A maternity claim is the only occasion when a customer is “happy” to claim. It’s a joyous moment for the entire family and is one that will be remembered for a lifetime by the customer.

Max Bupa baby campaign project is to promote the baby book initiative which is basically suggests how Max Bupa cares for our customers, even when it is not really about the purchase of a policy or a claim etc. MBHI really cares for its customers that even at a step when the claim has been settled and the customer has gone back home; MBHI are still caring for them with important information.

COMPANY PROFILE

Max Bupa may be a recently launched 'stand-alone insurance organization' in India. The vision of the organization is to become India's most admired insurance Company, by inculcating new standards in delivering service excellence.

Max Bupa insurance Company Ltd. may be a venture between Max India Limited and the UK's 70- year- old healthcare services expert - Bupa. While Bupa has six decades of experiences within the healthcare industry and a ten million customer-base in over 190' countries across the world, Max India Group brings expertise within the both health and insurance related services including hospitals, medical management, clinical research and life assurance. It's the proper blend of world expertise and native knowledge in both healthcare & insurance that creates Max Bupa the proper choice when it involves selecting insurance protect one's family & their dependants regarding their health and wellness.

Max Bupa insurance Limited is an Indian insurance company, founded in 2008. Headquartered is in New Delhi, India. It started as a venture between Max India Limited and Bupa, a British healthcare provisioning & multi-insurance company. In 2019, Max India sold its entire stake to a non-public equity firm; True North. the corporate has paid-up capital of 926 crore (US\$130 million). the corporate is regulated by the Insurance Regulatory and Development Authorities of India (IRDAI).

Max Bupa insurance Company Ltd came into being in 2010 and was headed by Ashish Mehrotra until April 2020. In May 2020, Mr. Krishnan Ramachandran was appointed because the MD and CEO of the corporate and Mr. C.B. Bhavare was appointed because the Chairman of the board. The mission of Max Bupa, is to assist their customers so on lead more healthier & successful lives by providing expertise as healthcare partners and this is often realized by constantly raising the bar within the standard of insurance and by delivering the guarantees made to customers and our genuine take care of them and their dependant members of the family including their well- being during their entire life course.

INTRODUCTION

Max Bupa baby book campaign is only for Max Bupa premium customers who undergo a successful maternity claim. Heartbeat Platinum and Gold customers, i.e. Premium customers. The project objective is to design a 360-degree campaign around the existing Max Bupa Baby book and create a complete story around it involving various customer touch-points. With the help of this campaign I got to know the customers views towards max Bupa baby book initiative. And know about the brand perception of the company. Using the testimonials/feedback into a testimonial campaign that how even when the claim is settled and customer has gone back home with the baby, Max Bupa is still there, Max Bupa cares.

Max Bupa is pitching a high-quality product and recognizing the customers personally. For the execution of the campaign, no. of mediums can be used like- Audio/video on digital mediums, e-mailers for non-HNI customers, testimonials mailers etc. this study help me to better understand to create the story around it involving customers touch-points. The aim of the campaign is to promote the baby book initiative which is basically suggested how we care for our customers.

OBJECTIVE

To design a 360-degree campaign around the existing Max Bupa Baby book and create a complete story around it involving various customer touch-points.

CAMPAIGN OVERVIEW

Come up with an idea for a campaign to promote/highlight that Max Bupa is doing this activity.

- Background
- Marketing Objective
- Campaign Thought
- Execution
- Outcome

BACKGROUND

Max Bupa Baby Book Background

Max Bupa introduced its baby book in 2018.

- **Key Reasons**
 - **Brand Perception:** To be a brand that cares for its customers
 - **Increase WOM (Word of Mouth):** Building on WOM marketing to promote the brand.
 - **Retain customer:** Provide more 'New Born Baby' covers. Parents insured with Max Bupa will tend to insure their children too if the brand perception is good. Consideration will go up at the time of purchase.
 - **Retain customers:** There are not many positive touch-points in health insurance industry. Positive touch-points increases retention.

MARKETING OBJECTIVES – MAX BUPA BABY BOOK

With marketing campaigns, Max Bupa wants to achieve the following objectives:

1. Focus on making child birth even more memorable by taking the newborn in its fold from day 1. By branding the newborn as a “Max Bupa Baby” the aim is to create a sense of “ownership” by Max Bupa for the baby
2. Currently no other insurer has undertaken an activity like this. Hence the aim is to create differentiation by delighting customers by doing something novel that reinforces that Max Bupa genuinely cares for its customers on occasions that matter the most to them
3. Celebrate this occasion by making the customer feel special and use this campaign to drive recommendation
4. More likely to promote, the main objective is to get people to talk around this activity.

TARGET AUDIENCE FOR THE BOOK

- ☐ Heartbeat Platinum and Gold customers, i.e. Premium customers
- ☐ Want them to secure their kids with the same product, hence even higher premiums from the HNI customers

FACTORS OF MARKETING STRATEGY AROUND IT

WOM marketing

- **Personalization:** Focus on making child birth even more memorable by taking the new born in its fold from day 1. By branding the new born as a “Max Bupa Baby” the aim is to create a sense of “ownership” by Max Bupa for the baby
- **Differentiation:** Currently no other insurer has undertaken an activity like this. Hence the aim is to create differentiation by delighting customers by doing something novel that reinforces that Max Bupa genuinely cares for its customers on occasions that matter the most to them
- **Recommendation:** Celebrate this occasion by making the customer feel special and use this campaign to drive recommendation

STEPS

- ☐ Find out how the book has been received by customers?
 - ☐ Questionnaire
 - ☐ Testimonials
- ☐ Analyse the feedback and see if it reassures them.
- ☐ Using the testimonials/feedback into a testimonial campaign that how even when the claim is settled and customer has gone back home with the baby, Max Bupa is still there, Max Bupa cares.

CUSTOMER FEEDBACK STRATEGY

How to collect, analyse and act

- Customer feedback's input relayed from our customer about their experiences and satisfaction level regarding our service.
- Customer feedback can come from a spread of channels (email, social media) or messenger tool's like Intercom.
- Customer feedback is incredibly important for future development, for improving the shoppers experience and overall customers satisfaction level.

USING TESTIMONIALS FOR CAMPAIGN

Follow up with recent customers

- Our services will be fresh in the mind of our recent customers, so this is the great time to ask them what they think of their experience towards baby book activity.
- Approach our best customer's individually.
- We know our best customers are going to give great testimonial. The simple act of reaching out to them personally will strengthen their relationships with our brand. It's a huge win-win all around.
- We can ask Max Bupa baby book activity specific questions to our customers for testimonials/feedback to use as a base to upscale the brand perception in the intender's mind, that aren't just complimentary, but informative and inspirational as well.
- Ideally, the aim is how our baby book campaign has benefited them. we can do this by asking some questions.

CAMPAIGN THOUGHT

The hook that is to be used to promote the baby book initiative, and how it is related to the objective.

- It is related to the objective because in the objective we are going to do the promotional activity for gaining customers attention.
- So, as per the campaign thought the hook is to be used to promote the design to catch people's attention, so this is directly related to the objective.

HOW TO PROMOTE THE TESTIMONIALS/FEEDBACK

- We can promote the testimonials/feedback of max Bupa baby book initiative by using some promotional marketing strategies.

Word of Mouth Advertising

- It's easier than ever to get the word of mouth advertising because it's now not depends on people speaking to one another face to face. You would possibly discover word of mouth advertising when a customer mentions our baby book activity on social media or writes the blog post about it.

Storytelling

- The power of storytelling. Stories are often as short or if we would like. We'd have heard about six-word story phenomenon. It challenges writers to inform a whole story within the exactly six words.
- In the business and marketing, storytelling could be a technique that permits us to achieve our audiences on an emotional level. We can tell our brand story, a private story, or a story of one of our customers (with his/her permission). Storytelling gives our content the backbone and helps customers to relate with the story.

Content Marketing

- A content marketing is an strategy involves any variety of content that we published online, from our landing pages and blog post to our digital media accounts. It's an especially effective strategy, because it drives organic traffic from search engines and converts visitors into the loyal followers.

Touchpoints

- If we consider our customer's journey as a series of touchpoints, each are going to be in unique place reckoning on how our customer found about us and the step's necessary to convert him or her. Touchpoint marketing involves analysing touchpoints that our customers hit most often so, we will optimize them properly.
- We must also confirm that every potential touchpoint creates the positive impression. As an example, if prospective customers email or call us, high level customer services will leave them feeling positive about our businesses.

KEY DRIVERS/STRATEGY FOR THE CAMPAIGN

- AV with the idea to hammer the emotion of care – story of establishing the baby as a special baby, as Max Bupa Baby
 - ▣ Testimonials can also be used here

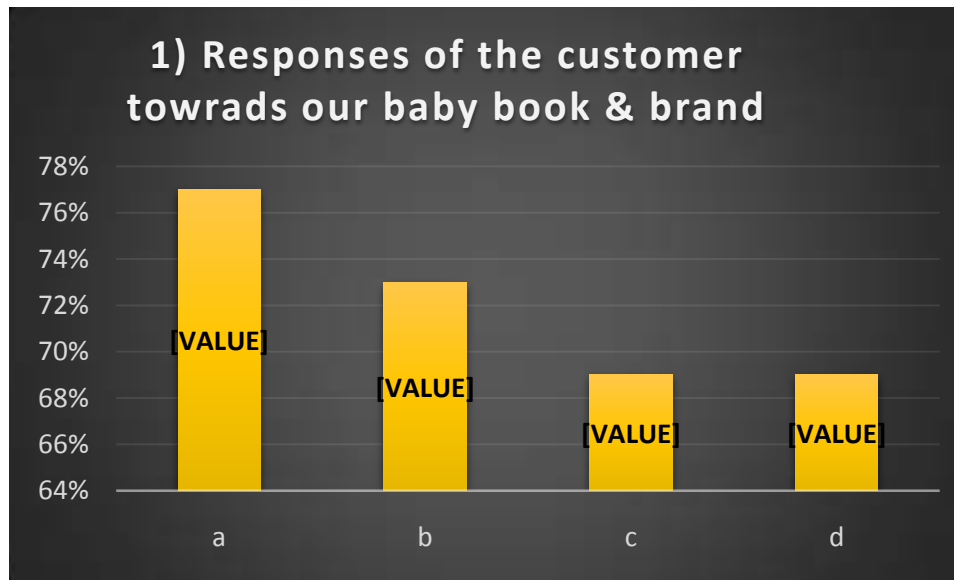
➤ FINDINGS

- ❖ Based on the testimonials/feedback from Max Bupa premium customers, I received no. of points which has shown:



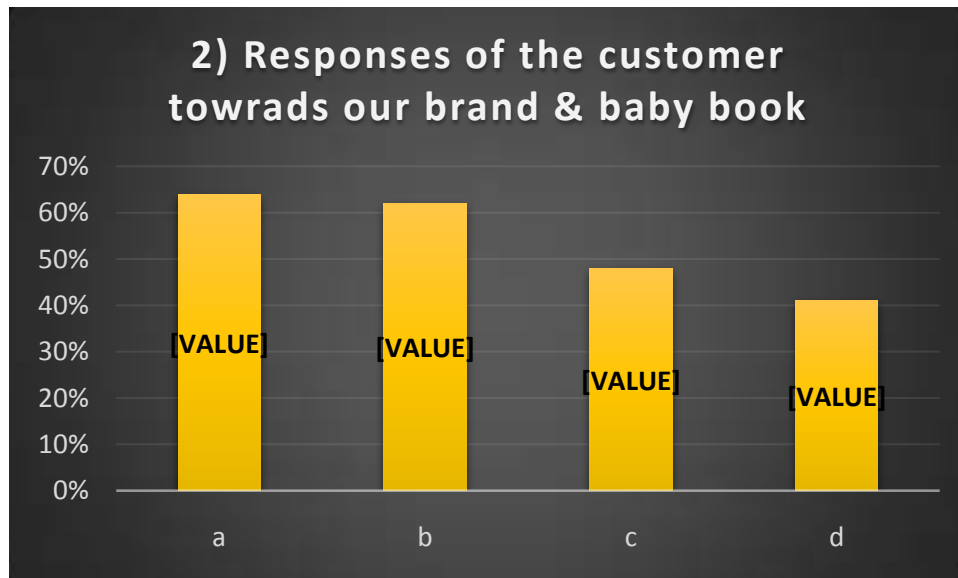
- With the help of customers touch point I have received no. of responses and got to know what the requirements of customers are, their need & wants, why would they stay with us, what else they need from us etc. so, here I have complied all the customers touch points and shown with the help of graph.

- 1) The testimonial campaign gives various customers touch points and here I mentioned all the needs and wants of customers with the help of graph.



Interpretation: So, with the help of the customers touch points it has observed that-

- 77% customers want a high-quality product
- 73% customers want kind customers support
- 69% customers wanted to be recognized by brands
- 69% customers would stay with a brand for the loyalty rewards and points



Interpretation: So, with the help of the customers touch points it has observed that-

- a) 64% customers want shared values with the brands
 - b) 62% customers want online content from the brands.
 - c) 48% customers say that their first purchases are what determines their loyalty.
 - d) 41% customers want personalized emails based on their browsing and the purchasing history.
-
- Sales managers where Max Bupa's 'Point of Care' desks (separate initiative) are, can personally go and handover the book. Sense of being physically there to wish/help goes a long way.
 - Max Bupa is pitching a high-quality product and recognizing the customers personally.

KEY DRIVERS/STRATEGY FOR THE CAMPAIGN

- An e-mailer/tweaked version of the book to all the customers with the pregnancy case and healthy deliveries, to give the same feeling of care, digitally. This will improve recommendation scores amongst perspectives.
 - ▣ Timely reminders and mailers for vaccination of the baby.
 - ▣ Important tips for mother to stay healthy.
 - ▣ Parenting tips/help father understand what the baby's necessities are when he can't tell you cz he's too young.
- Email in the last month of the policy year with "Heartbeat" product details along with the information about the importance of getting the health of their baby insured
- Telesales to follow up during the last month. Tagging at back-end for successful pregnancy claims needs to be done.

EXECUTION

Execution of the campaign includes the mediums.

Mediums/Formats

- **Marketing Mediums/Formats**
 - ✓ AV on Digital Mediums
 - ✓ E-Mailers for non-HNI customers
 - ✓ Testimonial mailers and Stories on Digital Mediums
 - ✓ POC Desks in the hospitals
 - Amazing story of our customers.
 - Rebranding or Additional branding can be done at partner hospitals through MBHI desks or hospital's LEDs.

OUTCOMES

The perks of doing this campaign

- Meet with different customer requirements
- Can add additional features
- Will get to know how happy our customer is with our baby book activity
- More and more people get to know about this baby book activity.

How will it add back to brand?

- More growth of the brand

What are the possible effects of it on the customers?

- Creating memories for our customers
- Increasing the brand trust
- Brand loyalty
- Brand value
- Brand equity

LEARNING

While designing the 360- degree campaign around the existing Max Bupa Baby Book, I Learned new things like how to promote the baby book initiative to our HNI customers and non-HNI customers. and learned how to use marketing strategies to do the promotion of our company baby book innovative initiative and learned how to execute it and what n all mediums we can use which is more practical and realistic and got to know the customers touch point regarding the baby book (feedback), how customer were giving responses and also learned that how testimonials are used to upscale the brand perception in the intender's mind.

RECOMMENDATION

Additional TG: Testimonials from baby book receivers are open to be used in another campaign to acquire more premium clients of youngergeneration/newlyweds.

CONCLUSION

The purpose of designing the campaign for exiting Max Bupa Baby Book is more like to promote the baby book initiative and the moto is to get people to talk around about this activity, with the help of testimonials/feedback strategy and marketing strategy approaches gives the behavioural changes and experiences of customers who has already experienced the Max Bupa Baby Book, whether baby book is creating or capturing the happy customers happy moments or not, this campaign gives the various needful information which is important for the organization to know the brand perception in the intender's mind.

After getting the feedback of our happy customers (premium customers), some important points which I received are: Customer wants high quality product, need kind customer supports, customer recognize our baby book by brand, customers will stay with our brand for loyalty rewards point which company used to give, what exactly customers want from our brand, and learned that customers want email from company about their browsing and purchasing history.

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