



Case Study



ACUITY

POWERED BY BLOOJAM

Bupa is an international healthcare company headquartered in the UK, serving over 38 million customers across the world. For more than 75 years they have been driven by their passion to provide high quality, affordable healthcare purpose helping people to live longer, healthier, happier lives.

The Challenge

Bupa is embarking on an ambitious new strategy for corporate clients aimed at becoming the most trusted partner for workplace health and wellbeing. A key aspect of this is to improve the experience of intermediaries and clients. This requires the transformation of the sales team into one that better understands the challenges of their customers so that they can become meaningful partners and trusted advisors to them.



The Solution

Individuals completed Acuity Online to establish a baseline measure of sales capability. Analysis of results highlighted strength and development priorities as a sales function and at team level, enabling the management team to ascertain the activities required to change the sales culture. Working in partnership with sales trainers, Customer Attuned, an account management programme was created that allowed individuals to pursue the learning most relevant to their own needs. This was reinforced through one-to-one feedback of their Acuity Report to create engagement and enthusiasm for the forthcoming training programme. This programme is now being delivered throughout 2023.

In addition, Acuity is also being used when onboarding new hires.

“What makes Acuity unique is the ability to benchmark our salesforce externally to truly understand our strengths and development priorities as an organisation and for each individual salesperson.”

WILL SHAW,
CORPORATE DIRECTOR, BUPA

ROI

A validation study was conducted to determine the extent to which the Acuity Online assessment was able to predict job performance. Analysis found that the top 33% performers (by both performance rating and revenue attainment) achieved higher scores on Acuity, thereby demonstrating the impact that the Acuity Capabilities have on sales performance.

Benefits

Ability to benchmark internal capability with the external market. Acuity's talent analytics enabled Bupa to quickly see where they outperform or underperform versus the market when it comes to their account management capabilities.

Targeted training for organisational priorities. Analysis of the cohort gave a clear picture of organisational and team strengths and weaknesses. Flexible training modules have been designed to address the key development priorities.

ROI. The validation study showed that enhancing the Acuity capabilities across the whole salesforce would have a significant positive impact upon revenue performance.



Placing ownership in the hands of the individual. One-to-one feedback enabled individuals to reflect upon their results and identify their own priorities to complement the forthcoming account management training.

Why choose Acuity?

"The Acuity data showed a clear link between the Acuity capabilities and sales performance. It was a no brainer to tailor our account management programme to incorporate content that targeted those capabilities."

► To find out more about how Acuity can support the development of your sales team please visit

<https://www.bloojam.co.uk/acuity-strategic-sales>

"We chose Acuity because it enables us to move away from a sheep-dip approach to sales training, to something that is more bespoke to the needs of the individual. The fact that each report contains tailored tips and activities encourages people to own their professional development."

WILL SHAW, CORPORATE DIRECTOR, BUPA

