

The Aviva Broker Community - Story so Far

Video Transcript

We caught up with our Aviva Broker Community Champions at our London Roadshow to find out how it's been going.

Katy Cepok - Commercial Underwriting Manager,
Lynne Brown - Operations Manager &
Michael Greenland - Head of Sales

Why did we launch the Aviva Broker Community?

Lynne Brown - Operations Manager

“Brokers said that they wanted three key things from us; speed of response – we’re demonstrating that in the way that we’re turning around new quotes that come into the unit, we acknowledge them all within 24 hours – they also wanted some help to run their businesses, and some help to grow their business as well.”

Michael Greenland - Head of Sales

“And we really, really believe in the regional, independent broker community, which is why we’ve launched it.”

How's it been going?

Katy Cepok – Commercial Underwriting Manager

“We set up a dedicated team in Perth for ABC (Aviva Broker Community) brokers, we’ve been speaking to brokers we haven’t spoken to in a long, long time, the sentiment from them is that we’re coming back into the market now. We’ve seen growth, with double the amount of presentation volume coming through, so the word is absolutely getting out there.”

**Since we launched the Aviva Broker Community;
Over 300 of you have taken up a financial deal,
We’ve recruited 13 new trading staff due to demand,
Over 700 of you have taken up our free learning and development zone licences,
We’ve recruited 10 more sales staff to meet with you face-to-face.**

We asked you how it's been going

John Meredith – AL Risk Solutions (Broker)

“It's worked really, really well – to the point where we have certain dedicated underwriters, and we obviously have a dedicated business manager. Aviva have listened, and we have proudly announced that we've actually beaten our targets already in five months, because there's genuine willingness there to trade with us, and more importantly for Aviva to understand the way brokers actually work.”

“At the moment we do actually feel part of something, and we actually feel as though we could be part of something better in the future.”

What's next?

Lynne Brown - Operations Manager

“Lots of potential still within the ABC proposition, we want to do what brokers want, listen to lots of ideas that are coming across, and definitely some further propositions in the pipeline.”

Katy Cepok – Commercial Underwriting Manager

“I think appetite with Aviva is a massive area that brokers just need a bit of help on, knowing what we want. How we do that - getting those cases in, especially the larger ones, in enough time so we can use our specialist risk surveyors, and all of our different partners to help win it – and we've got so much experience within Aviva that we can help them win those cases.”

Michael Greenland – Head of Sales

“Yes, agree all that, and I think for me as well it's that as we get closer to these brokers they're talking to us more about their business, and what they want to do in future with their business - which is a nice place to be. They're talking to us about their succession plans, they want to plan their future with us, and we have the expertise to be able to do it.”

Katy Cepok – Commercial Underwriting Manager

“We're there now.”

**More propositions,
More support,
More guidance on how we can win business together.**

This has been our story, now we want to hear from you.

Complete our online suggestion box below to let us know how it's been going for you, and what you think we should do next!