

Aviva Mid-Market

Client Relationship Management



For broker use only.
Not for use with customers.

Differentiation through customer focus

With the accelerated pace of change driven through the 'Internet of Things' and new technology, your client needs and expectations are evolving. Clients are demanding simple, comprehensive and tailored insurance solutions that add value beyond protection, and are faced with arguably one of the most challenging business landscapes. For these reasons, our dedicated client relationship managers ensure that our service is based on real knowledge of your client's business and provide a single point of contact to co-ordinate all aspects of the Aviva proposition.

Our proposition



Central point of contact for all queries and escalations



Creating a tailored insurance solution with a prevention first approach



Providing support for client pitches



Optimising global and composite capabilities to serve your clients more efficiently



Delivering our proposition through focused onboarding and transitioning



Co-ordinating regular and timely engagement and services through the insurance period



Facilitating business-specific consultancy and wider partnership opportunities

To find out more about client relationship management, please speak to your Aviva sales manager or regional client manager.

Business based on partnership

For larger, more complex clients, we will look to dovetail your existing capabilities with our expertise in underwriting, claims and risk management to deliver the right solution to help your mid-market clients achieve their ambitions today, tomorrow and in the future.

“ The work you did and the way you pulled in different parts of the business was like nothing I've ever seen from Aviva previously – it was completely unexpected and refreshing. I was convinced from the initial indication of terms stage that Aviva were the right market and, post presentation, the client was too. ”

Client Director, £250,000 risk

CRM regional contacts

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Prospering through a dedication to long-term partnerships

In an ever-changing business landscape, we know that building a close long-term partnership is the best way to give you and your clients a competitive edge