

Introducing the Aviva Broker Community

Phil Bayles

“We are champions of the independent broking segment and it’s really important to us that we live up to that billing. We challenged ourselves and said, we know we provide a great service for the mid sized regionals, but we knew it was somewhat patchy for smaller brokers.

We’ve then come up with a proposition which meant that every broker that we deal with gets a great service.

We’re choosing to do this now because we think the need for it is greater than ever. We look at the challenges facing independent regional brokers – you’ve got regulation, you’ve got technology and in the short term you’ve got the uncertainties of Brexit and we believe that us standing alongside these brokers can make a real difference.

So, what we’re giving brokers first and foremost is the same day response on all quotes submitted to our trading team centres. We will provide free training licenses to our Development Zone for up to three employees. We’re going to provide cut price compliance to make sure that brokers stay on the right side from a regulatory point of view. And for those who want it, there’ll be an annual deal in place to make sure we back our partnership and good will up with a strong financial package for that broker.”

Gareth Hemming

“Brokers have told us that the most important thing for them is getting quick and easy access to a decision maker. So, the commercial quote promise actually works at new business and renewal, and the promise is very simple, that within 24 hours we will have a conversation with the broker that understands why that customer is looking to move, what it would take for that customer to come to Aviva and if we are going to work together on winning that customer. So, it’s about quick, simple, easy decision – are we going to quote for it, are we going to work together and if so what are we going to do to make the proposition right for that customer.

We’ve set ourselves up by creating a dedicated team in Perth for the Aviva Broker Community. So that’s a team of skilled and experienced commercial underwriters who are there to respond to the brokers needs and are very very much focussed on making the Aviva Broker Community work for all of us.

So, as well as a dedicated trading team, brokers can access us through Fast Trade, which is an award winning, market leading digital portal for simple commercial business including small commercial combined business as well as access to a number of Personal Lines products that are on Fast Trade as well. So that combined with the dedicated team, creates quite a powerful trading system. In addition to that for any brokers who have particular niches or particular expertise in a segment, we have our schemes team as well.”

Phil Bayles

“I’d encourage brokers to make contact with us if we haven’t already made contact with them, because I think we can help their business, not just survive in these challenging times, but actually thrive going forward.”

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