

# Insurance Times.co.uk

Want a  
competitive  
edge in the  
mid-market?



Introducing



# To win in the mid-market, you need a competitive edge.

Right now, the mid-market is a tough place. Competition is fierce – most of the offerings look the same, leading to many decisions based on price as there is no quality of service or cover differentiation.

You've told us that achieving cut-through can be tough, especially when you need something that little extra to impress your clients and get that new business over the line or hold on to an important case.

Your feedback has helped us shape Aviva Premier - delivering better service, better cover, better claims and better trading tools to help you and your clients.

It's a smarter, sharper way to make mid-market work for you.

## **Tailored approach on every case**

To help ensure the best solution for your clients, Aviva Premier is tailored to their needs.

A named local underwriter will manage your case all the way through, deploying specialist claims and risk management services as your client requires.

Your underwriter will also have access to invaluable trading tools, including exclusives, long-term agreements, net rates and a flexible approach to wording conditions. Broker-client meetings can also be set up, focused on risk management, claims and underwriting.

## **Excellence and exclusivity**

Aviva Premier is not for everyone – it requires a partnership approach between you, your client and Aviva. Aviva Premier is designed to help you win those cases where your clients are planning for the longer term and want to protect their business by managing down their exposure to risk.

## **More policy flexibility**

Aviva Premier is available across our wide range of commercial products.

Throughout 2013 we will be introducing a variety of segment-specific offerings that reflect the demands of the industry. Based on industry insight and a real focus on claims and risk management, we've broken new ground with significant improvements to our wordings and a much more flexible approach to conditions. First up are new wordings for Professional Services, Business Services and Machinery & Equipment.

Find your competitive edge with Aviva Premier – It's all part of our aim to be number 1 for brokers. Speak to your business development manager, your underwriter or visit [aviva.co.uk/avivapremier](http://aviva.co.uk/avivapremier)



"I need underwriting excellence, clear risk appetite, access to decision makers, a speedy response, great claims and an insurer who has an intelligent hunger for new business."



Here's how Aviva Premier can give brokers like Griffiths & Armour a competitive edge in the mid-market:

- market-leading, segment specific wordings
- dedicated face-to-face underwriter for every case
- integrated risk management proposition
- dedicated owner for every claim and enhanced claims MI
- wide range of trading tools including
  - exclusives, LTAs, net rates
- all backed by Aviva, the UK's leading commercial insurer

Steve Bamforth  
CEO of Griffiths & Armour

Aviva Premier - your competitive edge in the mid-market.  
To find out more, please visit [aviva.co.uk/avivapremier](https://www.aviva.co.uk/avivapremier)

