

Mid-market Client relationship managers (Transcript)

Natasha Farrant – so personally I enjoy being a client relationship manager, just going into different types of businesses in different industries and knowing how they're running their business and what types of challenges they have and how we can support them. It is really fulfilling being able to do that.

Ben Sanders – I think for me the CRM role is all about making Aviva look as good as possible and Brokers look as good as possible in the eyes of clients, so supporting them as well as we physically can. So from the broker perspective it's all about providing them with the most professional service we can but tailoring our proposition to exactly what that individual client is going to find most valuable. Listening to them working with them dovetailing with the broker's capabilities to provide something that is truly unique and bespoke when it gets in front of that client. And then from the client perspective it's about responding to them as a business and actually giving them something that feels actually more than the typical insurance product, not just a contract not just piece of paper, actually something that gives them genuine value to their business and that is then followed through on, so we're there to provide that up front tailoring of the proposition but then also deliver that as we go through and maintain that relationship long-term.

Domini Bucknell – I think the heart of our role is making our brokers look good and delivering in a tripartite way for clients. So, we are taking into account what the broker's are already doing the relationships they have with that client, you know generally brokers know their clients best but the client will know their business best so it's taking the benefit of the broker's interaction which usually has gone on for years or if it's a new client they would have done a really in-depth investigation of what that client is looking for what they need .

Also taking on board the client's strategy what are they looking to do in the next few years, what are their projects from a health and safety perspective but also more broadly for their business, are they growing are they diversifying, are they increasing their global spread are they looking at their supply chain.

And then taking the breadth of our proposition and seeing how we can support that so you've got the heart of what we do underwriting the risk transfer mechanism

But we also have to consider that risk prevention piece, supporting their business to grow and flourish, does that come from utilising our specialist partner network to supporting them for such things as escape of water we could be using our leak prevention teams. If they have an issue from a reputational perspective could we be utilising one of those partners. And also as we expand that proposition I'm in conversation with a client over crisis management training, something that's very important to them they're a charity, should they be afflicted by any, you know we've seen a lot of charities in the press lately for negative reasons they feel quite under the microscope at the moment, and they want to make sure you know they don't have these issues but should anything occur should anyone get hurt they are able to deal with that issue you know so it's starting to take also are they looking to grow can we speak to Aviva investors there's so many areas we can support that client and that broker to make that overall relationship flourish.

Natasha Farrant - CRM has come into the MM space within the last year and what we've done is we're mirroring the success of what CRM as had in the GCS space, bringing it into the MM space so that we're making the most of what Aviva can offer and helping our clients the best we can.