

Video transcript

Sally Shire

Group Brand Development Director

Aviva is a huge company, touching over 45 million customers across many countries and with access to many millions more through our banking partnerships. Underpinning all our customer activity is the core purpose: prosperity and peace of mind. This is so important to us. We should never forget the potentially huge emotional and financial impact we can have on our customers' lives

If you consider how many times we are in contact with our customers – even if every one of our customers just contacted us once a year, that works out to around 125,000 contacts each day. Each and every one of those moments is an opportunity to do well and build real loyalty

We have many heroic acts by staff. For example, in response to the floods in the UK last year or following the 9/11 tragedy. The opportunity we have is to make those acts part of the company DNA, as it were, to turn the extraordinary into the ordinary

This is an exciting time for Aviva. We have some key initiatives underway to improve the customer experience globally and become world class. For example, we have adopted the Net Promoter Score, which measures the extent to which people are prepared to recommend Aviva to their friends and family. This is a tough measure, more than simply the traditional measure of satisfaction. We are actively working to remove the causes of dissatisfaction and turn unhappy customers into passionate advocates. This is one of the key areas of focus for us in 2008.

We are also looking inwardly to what you might call the softer, more cultural things we need to do as a company to support our drive to greater customer focus. So, recognising that our people are fundamental to all this – nothing gets done without engaged and committed staff – what are the things we need to do to support our staff to ensure they deliver on the core purpose?

Finally, as I said at the start, we are a large group, with almost 60,000 people. Underpinning how we work is the principle of “One Aviva, twice the value”. In the customer area, this means that a problem in one part of our business has more than likely already been solved in another. We need to uncover best practice from wherever it is, and make it easy for others to learn from it – to quickly and easily improve the customer experience.