

Customer experience business standard

Executive summary

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This business standard sets out the business requirements for Aviva to build and maintain mutually profitable relationships with our customers.

Its objective is to ensure the long-term sustainability of our business. Treating all customers fairly and with integrity throughout their relationships with Aviva will maintain the reputation of the business and grow the business as customers will stay longer, buy more and recommend us to others.

The following expected business outcomes provide a high-level summary of the intention of the business standard.

1. Customers are provided with simple, easy and fair service during their relationship with us. Significant moments in the customer journey are managed to an appropriate level ensuring integrity in our relationships with customers.
2. Customers receive simple, clear, helpful and not misleading information throughout their relationships with us.
3. Customers can be confident that the product they have bought meets their needs. When we give advice, it recognises the customer's specific needs and circumstances.
4. Complaints and feedback are taken seriously and investigated thoroughly. Analysis is also used to drive improvements across the business.
5. Processes and controls (including monitoring of metrics and targets) are established to ensure a consistent and coordinated approach to customer activities both internally and externally.

Business standard owner
Jan Gooding
Group Customer Director