

FRIDAY
SAXON EAST

Aviva is planning a big push in e-trading and upgrading its back-office software as part of its broker strategy in 2013.

Intermediary and partnerships director Janice Deakin said that Aviva transacted about £80m in e-trading last year, up £10m on the year before.

However, Deakin predicts Aviva could transact double that amount if it further improves its e-trading products and service to brokers.

Mini-fleet will be made a permanent part of the e-trading set-up and the insurer will also revamp 10 products in the course of the year.

Deakin said: "Our products are much more user friendly than they've ever been, and we're going to make them even more friendly.

"We've invested heavily in commercial lines pricing and analytics for trading online – getting pricing right is the big ticket to the game."

Deakin is convinced an overhaul of Aviva's back office and administration software systems will result in an improved service to brokers.

Aviva is upgrading its policy and underwriting administration with Guidewire PolicyCenter, and its claims management operation

with Guidewire ClaimCenter. The change is set to have been completed by the end of 2014.

UK and Ireland general insurance chief executive Robin Spencer has

also decided to give more trading authority to Deakin. Her regional teams will be able to write larger risks from the regions, without referring back to the London headquarters.

In SME and mid-market, Deakin said that Club 110 for major broker partners and Broker Independence Group would continue to receive the support they require in a world where the costs and time associated with regulation are increasing.

In personal lines, Deakin said that Aviva would be making a strategic push into home insurance, using its pricing and analytics. High net worth and personal lines specialty lines were also sweet spots for Aviva.

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Talking points ...



● Do brokers think that the insurer kept its 2012 strategy promises,

such as better access to its decision-makers?

● Will Aviva's proposals be enough to improve its service offering to brokers?

● How will Aviva cope with competition from AXA, which is increasingly moving onto its patch?

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