



Field
Update



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Taking Action to Retain Our Customers

As part of our strategy to retain more of our customers, we are building a specialist retention call center known as Advanced Customer Support. This small team of highly skilled call center representatives will act as an extension to our current customer service team.

Advanced Customer Support's main role is to provide guidance to customers who do not have access to an alternative source of advice. They will not be able to sell products and will connect customers with an agent when there is a need for face to face assistance.

This team will also conduct outbound calls to both customers and agents to:

- Alert agent of client surrender and lapse activity
- Reconnect customer with agent
- Educate clients on the implications of surrendering their policy
- Generate lead opportunities for agents

Our objective is to proactively support our customers who contact Aviva, while preventing unnecessary exits by understanding customers' needs and engaging in positive, helpful conversations.

As part of the new service, you may receive calls from the Advanced Customer Support team to inform you of a client surrender or lapse so that you can assist that individual accordingly.

If you have any questions about the Advanced Customer Support team, please contact your Aviva Sales Support representative.