



Field
Update



November 8, 2011

Giving customers a voice about “New Client Welcome Kits”

In August, we [announced](#) an exciting pilot where we sent a “New Client Welcome Kit” to a sample of our new customers. The kit included a welcome letter, cards for beneficiaries and “love letters” for customers to pass to those important to them. The messaging within the kit focused on the importance of the agent and client relationship. Key goals were to reaffirm the customers’ purchase decision and instill confidence that they will be supported by us, their agent and the customer portal, My Aviva.

The next step in the pilot is to test and understand the impact of these kits and whether they were memorable to the customers who received them. We will be conducting phone interviews to ask clients for input and test their recognition of Aviva.

Questions include:

- Do you remember receiving the kit?
- Did it create an emotional reaction or connection?
- Was the kit useful?
- What would you suggest be added to the kit?
- Would you recommend Aviva to someone you know?

We are interested in learning more about our customers and whether communications like these improve their perception of Aviva and their insurance professional.

If you have any questions, please contact [Isaac Norton](#) or [Ted Cates](#) at the home office.

Field Update



August 16, 2011

New Client Welcome Kit Pilot Launch

In August, we will be conducting an exciting new pilot to send a “New Client Welcome Kit” to a sample of our new customers. The kit itself will include a welcome letter, cards for beneficiaries, and “love letters” to pass to those who are important to our clients. We’ve built a complementary website, avivausa.com/welcometoaviva, where customers can learn more about their network of support.

The key objectives of the New Client Welcome Kit are to:

- Offer a genuine “thank you” and reaffirm the customers’ purchase decision
- Instill clients’ confidence in their ability to receive support through:
 - Their agent
 - The customer portal, My Aviva
 - Aviva Home Office
- Establish an emotional connection

The New Client Welcome Kit will be mailed to the consumer 30 days after policy/contract issuance. Based upon the success of this pilot, we’ll update you on the progress of the initiative moving forward. If you have any questions or suggestions, feel free to contact [Isaac Norton](#) or [Ted Cates](#) at the home office.

