



Field
Update



September 20, 2011

Aviva to survey agents about new product concepts

Aviva prides itself on product innovation and we are in the process of developing several ideas for life insurance and annuity products.

In the spirit of “Building insurance around you,” we will be enlisting the help of our valued producers to help us develop products that meet the needs of our customers. Beginning this month, we will be contacting several agents who are knowledgeable about Aviva and its products to take part in surveys where we will ask for feedback on our product ideas. The information we obtain from this research is vital in helping us provide the best products and services to our customers.

This research will be conducted by Ipsos on Aviva’s behalf. Aviva takes care to protect the privacy of our customers. To that end, during this research:

- At no time will anyone attempt to sell anyone anything. These efforts are purely to secure the feedback we need to improve our performance and no names will be added to marketing lists, sold to third parties, etc.
- Responses are confidential and managed via the company conducting the research on our behalf.
- At no time will anyone ask agents for confidential or potentially risky information like account numbers, Social Security numbers, etc. (If that occurs, it is not an Aviva sponsored activity; We do not recommend sharing that type of information with anyone calling as it may be suspicious activity).
- All information exchanged with the company conducting the research is done in a secure fashion per the policies we have in place to protect our customers’ information.

Thank you for your assistance toward “Building insurance around you.”