Aviva Increases Campaign ROI by 15% and Eliminates Compliance Risks

How the International Insurer Uses Individualization to Connect With 31 Million Customers

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As the largest general insurer and leading life and pensions provider in the United Kingdom, Aviva has become a symbol of quality and reliability in the insurance industry. With more than 31 million customers, 30,000 employees, and an extensive product line, Aviva's success depends on the company's ability to manage customer relationships through multiple channels including call centers, the Web, email, mobile, direct sales, and intermediate insurance suppliers.

To ensure a top spot in the industry, Aviva has relied on Teradata to power its marketing with individualized insights from a data-driven approach. Unifying customer data into a single repository, appropriately named Cyclops, the Teradata Integrated Marketing Cloud enables Aviva to interact with customers on multiple channels. By utilizing Teradata Customer Interaction Manager and Marketing Resource Management products, Aviva has increased campaign ROI and met complicated regulatory compliance needs.

Challenge

In addition to trying to build brand loyalty and ensure compliance, Aviva's number one challenge was to cut through the market clutter to reach a dormant customer base. Being able to leverage data and analytics to optimize customer interactions was crucial for the organization's success.

"People don't wake up three times a day and think, 'Have I still got life insurance?' then in the afternoon go back and check it like they would a bank account," explained Jon Mansley, Head of Data, Analytics and Insight at Aviva. "But Aviva is there for really significant moments in people's lives. Our ability to sell customers the right products and services so that they have peace of mind during times of crisis is absolutely essential."

The more Aviva knew about its customers, the better it could capture mindshare. To create a cohesive, memorable brand experience for its customers, Aviva needed to drive campaigns from a single platform — complete with comprehensive and unified customer data including demographic information, psychographic behaviors, and transactional history. To leverage deep customer data, Aviva required the ability to gain insights and identify opportunities for success. However, Aviva wasn't equipped with the technology or the manpower to capitalize on such granular, individualized insights. The insurance provider needed to gather data from various channels and then leverage that data through advanced segmentation and multi-step marketing campaigns.
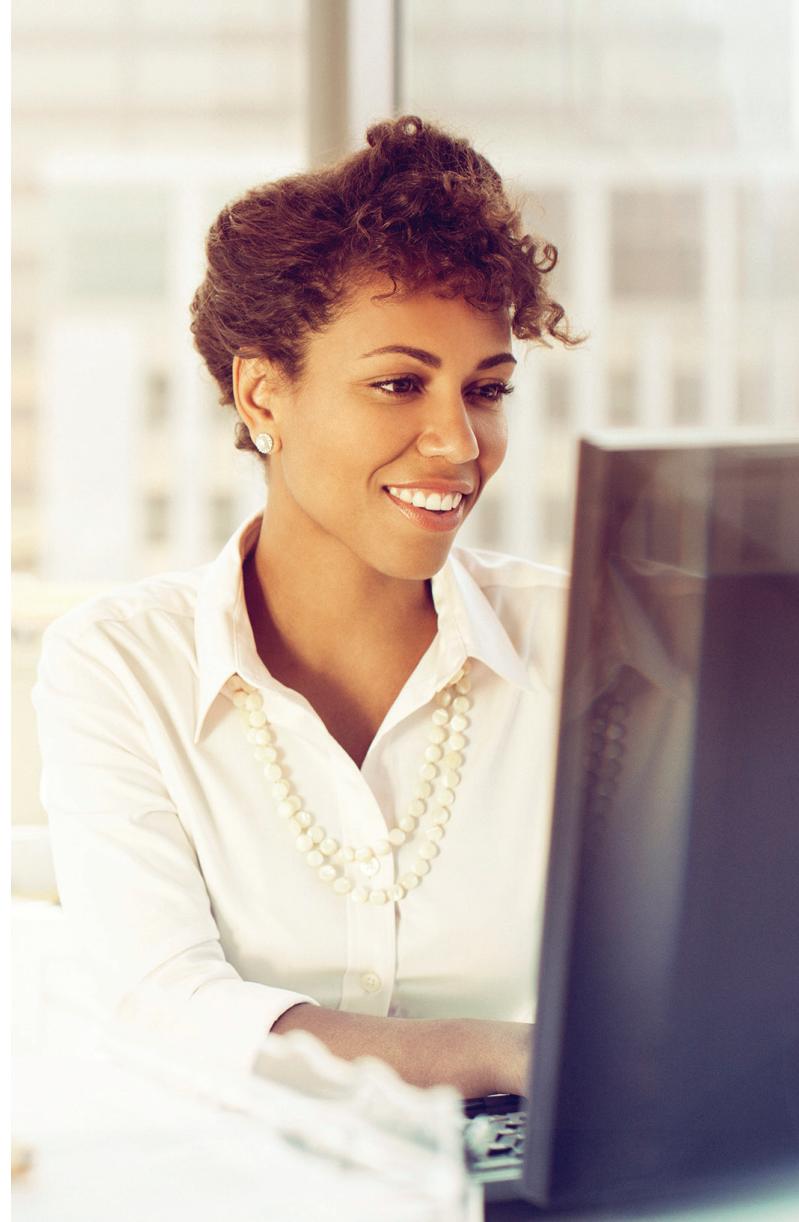
Furthermore, to capitalize on data-driven initiatives, Aviva needed to eliminate compliance risks. The Financial Conduct Authority (FCA) started increasing regulatory requirements for the insurance industry, and Aviva struggled with building an easy-to-follow audit trail. The insurance provider didn't have a system of record that enabled the marketing team to achieve needed approval for marketing collateral before it was released externally. With the constant threat of FCA audits, internal reviews were a top priority to avoid any compliance or regulatory issues.

In order to achieve the individualized insights needed to connect with customers and meet complicated regulatory compliance requirements, Aviva turned to the Teradata Integrated Marketing Cloud.

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Solution

Harnessing the power of the Teradata Integrated Marketing Cloud, Aviva was able to gather all customer data onto a single platform, Cyclops, to achieve a cohesive customer view. One of Aviva's first priorities was integrating all customer touch points, from online data gained through Web and mobile interactions as well as offline exchanges through call centers and direct sales. With Cyclops, Aviva gained access to customer records across the entire Aviva product line, which allowed the insurer to understand and predict customer behavior.

Using Teradata Customer Interaction Manager, Aviva leveraged individualized insights to establish multi-step campaigns that connected with customers across multiple channels—call centers, the Web, email, mobile, direct sales, and intermediate insurance suppliers. Before campaign launch, Teradata allowed Aviva to establish a customer segment for a particular campaign and use predictive capabilities to accurately forecast how that campaign would perform in the real world. This allowed the insurance provider to create and send the most effective campaigns to a receptive segment of customers. Once a campaign was executed, Teradata provided visibility into campaign performance via the Guided Analytics module, which allowed Aviva to make adjustments for increased success in future marketing initiatives.

"One campaign we launched was during a particularly bad period of weather in the UK," says Mansley. "My team started sending out daily text alerts to key customer groups informing them about the impact the weather could have on their homes. The situation gave us the opportunity to reach out to customers who'd invested in Aviva products to reinforce our role and importance during situations where customers would otherwise feel out of control."

Aviva deployed Teradata Marketing Resource Management to solve the insurer's compliance issues. The solution allowed Aviva to create an audit log and an electronic project list so that if the company was ever challenged by the FCA, it could produce documented content approval. Having an automated approval process meant the company had a fully auditable record of every piece of marketing collateral created.

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Results

With Teradata Customer Interaction Manager and Marketing Resource Management, Aviva gained a centralized view of customer data and marketing initiatives throughout the organization. Teradata simplified campaign implementation through holistic and actionable customer insights and empowered efficient marketing processes from an integrated and flexible platform.

After implementing the Teradata Integrated Marketing Cloud, Aviva experienced significant improvements in key marketing areas. Teradata helped increase campaign execution by 50%, supported by each of Aviva's delivery team members increasing campaign throughput by 10-15%. Furthermore, each campaign had multiple steps with four to five interactions with individual customers per campaign. This increased individualization and message relevancy lead to more than 15% growth in campaign ROI. Aviva was able to engage with customers in a meaningful way.

Aviva also experienced positive improvements with customer retention. By utilizing Teradata Customer Interaction Manager to design, execute, and deliver interactions across multiple traditional and digital channels, Aviva was able to communicate the value of its products to customers. Having a deep understanding of customer needs ultimately led to Aviva achieving one of the highest retention rates in the insurance industry.

From a compliance standpoint, Teradata Marketing Resource Management saved Aviva time and effort during regulatory reviews and completely eliminated any risk of fines from the FCA. The insurer was able to collaborate and connect across departments to ensure consistency and process efficiency.

With the Teradata Integrated Marketing Cloud, Aviva was able to bring together segmentation and delivery applications with marketing resource management solutions to enable informed, data-driven decision making and increased marketing agility. In an industry characterized by low-involvement products and limited customer touch points, Aviva completely revitalized its marketing by discovering individualized insights that enabled it to forge lasting customer connections.

To learn more about how Teradata can power your marketing and increase customer engagement, visit **Marketing.Teradata.com**.

> "Before turning to Teradata, the constant strive was that we had more work than we had people, and more demand than we had time," said Mansley. "Now things have completely changed. We're improving efficiency constantly and meetings goals that we once thought unachievable."

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