engage customer

How customer and employee engagement can drive performance and profitability

HOME   NEWS   SUMMITS   FORUMS   WEBINARS
AWARDS   VIDEOS   JOIN

Aviva's Global Tournament To Improve Customer Experience

2

by on 03-Sep-2014

Aviva's Customer Cup crowdsources 31,000 employees to find the most customer-orientated and innovative idea

Insurance firm Aviva is using idea management firm Wazoku to power its Customer Cup, a global tournament that looks to find the most innovative and customer-orientated ideas from its 31,000 employees every two years.

The Customer Cup sees teams competing to submit ideas to improve the Aviva customer experience. In the latest tournament, Aviva wanted to encourage employees to collaborate on ideas, automate the processes and administration of the Customer Cup and make it easier and simpler to take part.

Editorial Categories

B2B Engagement (300)
Technology (446)
Customer Contact (incl BPO) (464)
Thought Leadership (444)
Mobile Engagement (443)
Customer Behaviour (492)
Multichannel Engagement (445)
Employee Engagement (439)
Social Media Engagement (476)
Customer Feedback (422)

After reviewing a number of options to achieve this, Aviva selected Wazoku's Idea Spotlight Software-as-a-Service (SaaS), that allows organisations to create internal or external communities for ideas, innovation, feedback and insight.

"The Customer Cup is designed to encourage our employees, at all levels, to make a difference for our customers by looking at our business as it is today and see how we can make it significantly better," said Jan Gooding, Aviva's group brand director. "Using Wazoku will make the Customer Cup even better - its flexibility and ability to easily handle huge volumes of users and ideas encourages more collaboration amongst teams and helps people to inspire each other."

Idea Spotlight is a flexible tool that allows any business to engage a community to help solve a variety of complex challenges and issues. This can be cost reduction, new product development or employee engagement, any business challenge in fact, large or small. Ideas are submitted into the easy-to-use and fully-branded system, and people can discuss, develop and vote on the best ideas.

As a cloud-based system, Idea Spotlight is fully scalable and allows Aviva to handle the volume of entries from around the world. Teams will be judged on the benefits of their idea and the positive impact on their customers. The tournament concludes with the Grand Final that takes place between 18 and 20 May 2015, with the chosen finalists presenting their ideas live to the Executive Panel of judges in Warsaw, Poland.

"The financial services industry has a reputation for being conservative when it comes to new ideas and approaches but Aviva has shown that it is blazing a trail when it comes to innovation," said Simon Hill, CEO, Wazoku. "Capturing ideas on such a global scale requires the right tools for the job and Idea Spotlight gives Aviva's employees the platform to easily submit ideas and collaborate with each other across countries and we are confident this will be the most successful Customer Cup yet."

Related Stories

Employee engagement programmes on the up - 11-Aug-2014   ○

Next Event

employee and customer engagement

18 SEPT 2014 LONDON

Upcoming Events

Employee And Customer Engagement Directors Forum 18th September

2014 Peer Awards Ceremony 22 September, London

Customer Engagement In Telcos/Utilities 23rd October 2014 London

Customer Engagement Summit 28 November 2014

Sponsors

HGS
HINDUJA GLOBAL SOLUTIONS

Partners

call centre management association

In Conversation With

Interview with Fred Bloggs
Three ways to increase revenue with customer experience, three ways to increase revenue with customer experience

Editor's Blog

Why social business is all the rage

Ben's Blog

Why social business is all the rage

About Us

engage customer

home | news & features | summit | directors forums | webinars | events | awards | blog | join | contact us

Join	B2B Engagement	Financial Services
White papers	Technology	Retail
Reports/Features	Customer Contact (incl BPO)	IT/Telecoms
Case Studies	Thought Leadership	Public Sector
Blogs	Mobile Engagement	Utilities
Contact	Customer Behaviour	Leisure
Media Information	Multichannel Engagement	Manufacturing
Advisory Board	Employee Engagement	Leisure & Tourism
Authors	Social Media Engagement	Transport & Logistics
Privacy Policy	Customer Feedback	Business Services
Terms & Conditions		Healthcare & Pharmaceutical