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Aviva deploys cloud-based ideas management among 31,000 global staff

SaaS tool is key platform for innovation process

By Antony Savvas | Computerworld UK | Published 13:02, 15 September 14

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Insurance group Aviva is using cloud-based idea management technology from 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.

The Customer Cup, run every two years, 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.

Aviva has selected Wazoku's Idea Spotlight software-as-a-service (SaaS) platform, which allows organisations to create internal or external communities for ideas, innovation, feedback and insight.

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"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 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."

With Idea Spotlight ideas are submitted into an 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 large volume of international entries.

Teams will be judged on the benefits of their idea and the positive impact on customers. The tournament concludes with a Grand Final that takes place between 18 and 20 May 2015, with the chosen finalists presenting their ideas live to a panel of judges in Warsaw, Poland.

Earlier this year, Aviva signed a [cloud data storage and remote data connectivity deal](#) with Vodafone.

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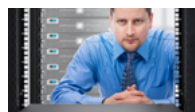
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