

- [Home](#)
- [About »](#)
- [HRsuppliers](#)
- [HRnewsletters](#)
- [HRbooks](#)
- [HRwhitepapers](#)
- [HRevents](#)

HR News, Opinion & Interviews

**Successful HR Business Partnering Conference 2014**  
 London, 18th November 2014  
 Transform HR generalists into successful business partners today!



Search...

- [HR »](#)
- [Diversity »](#)
- [Employment Law »](#)
- [Wellbeing »](#)
- [Reward »](#)
- [Recruitment »](#)
- [L&D »](#)
- [RSS Feed](#)
- [Twitter](#)
- [Facebook](#)

## Wazoku to power global tournament to improve customer experience

By [Editor, HRreview](#)

– Tuesday, September 9, 2014 **Posted in:** [Supplier News](#)

Share this story:



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.

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.

• **Polls**

New research says that walking, cycling or taking public transport to work are all better for mental health than driving. So how do you get to work?

- Drive
- Cycle/Walk
- Public Transport

[View Results](#)

- [View All Results](#)



**Never again miss a story relevant to you!**  
**Subscribe to HRreview today**

• **Opinion**



[David Carnegie: Striving to improve organisational performance at all levels](#)

17 September 2014 6:32 AM | No Comments

Share this story: Coutts,



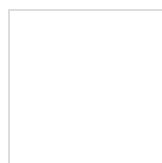
As a cloud-based system, Idea Spotlight is fully scalable and allows Aviva to handle the volume of entries from around the world. Teams will be judged on the benefits of their idea and the positive impact on their customers. The tournament concludes with the Grand Final that takes place between 18 and 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.”

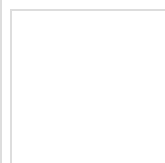
**You might also like:**



Recruiters discriminating against obese candidates




UK is top destination for workers seeking flexible jobs



UK workers expect employers to offer Google glass and voice ...

Linkwithin

**DON'T MISS THE INFORMATION YOU NEED. SUBSCRIBE TODAY!**



**EIGHT SPECIALIST HR UPDATES: SELECT WHAT MATTERS TO YOU**

We have newsletters on **HR strategy, employment law, recruitment, wellbeing, reward, diversity, HR events, products and services.** You can choose as many as you like.

**Subscribe to our daily newsletter** and then choose the additional newsletters you don't want to miss!

**No Comments**

Start the ball rolling by posting a comment on this article!

**Leave a Reply**

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Website

like many organisations, has undertaken regular succession planning and talent management activities in an effort to improve [...]

[Read More](#)



[Alex Wilke: Moving on from the annual employee engagement survey](#)

16 September 2014 6:33 AM | No Comments

Share this story: Annual employee engagement surveys are a regular event at most companies and have been for at least a [...]

AdChoices ▶

Ltd & Co KG Gründung

[de.panlegis.com](#)

Ohne €25000 Startkapital und Notar. Schnell, einfach und kostengünstig!

[Read More](#)



[Lauren Riley: Social media recruitment – How to build your employer brand online](#)

15 September 2014 6:08 AM | No Comments

Share this story: It goes without saying that when it comes to recruitment, these days the majority of it is done [...]

[Read More](#)



[Marcia Hazzard: Labour's announcement on tribunal fees](#)

12 September 2014 6:46