

Aviva – A Unique Workplace Savings Model

Already well known for allowing employees to make decisions on pensions, using their Pensions Tracker website, Aviva were looking to broaden their Workplace Savings proposition by including Total Reward Statements (TRS) and maximise the opportunities to sell more pensions. The new proposition had to stand out in the market.

At the end of 2010, after an extensive tender process, Staffcare was chosen to provide Aviva with a Total Rewards platform that they could sell easily and implement quickly with their own Installer (a base from which to build all their client sites). The reasons for choosing Staffcare were because of the ease of admin use, market reputation, depth of functionality, the fit with the target market and ease of implementation.

Developing a stand-out proposition

A dedicated Project Manager was assigned to work with the Aviva project team, to ensure all key objectives were met. A “Requirements Workshop” was held at the first stage of the project, to enable our experienced Business Analyst to gain a full understanding of Aviva’s needs, to ensure the Staffcare solution could match every aspect of their requirements. Once this had been established the project moved quickly into the design phase. Design company, Room 58, were brought in to work with the project team to shape the look and feel of the new TRS platform.

The next phase of the development was to take the agreed specifications and build the newly designed TRS around the Staffcare product framework. An experienced Staffcare engineer was dedicated to the task of interpreting the design requirements. At each step of the build the engineer was able to provide “prototypes” of certain features to the Aviva team which gave them incisive insight into how their build was progressing. Once the build was complete the project then moved into the testing phase. This was carried out successfully both internally and externally.

Rewards Tracker – Unique and innovative

In line with their pensions proposition the new platform is called Rewards Tracker. The TRS solution has strong branding and engaging visuals; a unique online video tutorial, a dynamic Total Reward Statement; access to perks and discounts and Pension Salary Sacrifice.



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Rolling out Rewards Tracker

The roll-out to the Aviva Implementation Team consisted of a series of bespoke training sessions. The first two day programme concentrated on standard best practices for implementing Total Reward, followed by another two days training on the bespoke Aviva TRS Installer. The Installer allows Aviva staff to quickly implement TRS schemes without having to use any Staffcare assistance. Sales training was given to Aviva Consultants, via three workshops in York and London, to educate them on the new proposition and allow them to easily sell the solution to their clients. The Rewards Tracker video was also produced into an offline sales video, which takes prospective clients through the new Aviva Rewards Tracker in a fun and engaging way.

Post Project Review

The project has been a great success for both Aviva and Staffcare with a strong working relationship established. Some of the comments made at the post project review included:

- ‘delivered something that excelled’
- ‘product hit the main goals’
- ‘very pleased with delivery, delighted with outcome.’
- ‘honest relationship.. we all felt like one team’
- ‘our delivery was in-line with the promises given during the initial presentation’
- ‘after delivery of the Installer the relationship between Aviva/Staffcare is still strong’

Next Phase

Having launched Rewards Tracker Aviva now has the tools and training to take their Workplace Savings propositions to even greater levels.

