

Field Update



August 16, 2011

## New Client Welcome Kit Pilot Launch

In August, we will be conducting an exciting new pilot to send a “New Client Welcome Kit” to a sample of our new customers. The kit itself will include a welcome letter, cards for beneficiaries, and “love letters” to pass to those who are important to our clients. We’ve built a complementary website, [avivausa.com/welcometoaviva](http://avivausa.com/welcometoaviva), where customers can learn more about their network of support.

The key objectives of the New Client Welcome Kit are to:

- Offer a genuine “thank you” and reaffirm the customers’ purchase decision
- Instill clients’ confidence in their ability to receive support through:
  - Their agent
  - The customer portal, My Aviva
  - Aviva Home Office
- Establish an emotional connection

The New Client Welcome Kit will be mailed to the consumer 30 days after policy/contract issuance. Based upon the success of this pilot, we’ll update you on the progress of the initiative moving forward. If you have any questions or suggestions, feel free to contact [Isaac Norton](#) or [Ted Cates](#) at the home office.

