ProductWriter

AVIVA

Success Story

Aviva have used ProductWriter for over 20 years to serve the UK market.

24 hr	**100 %**	**90 %**	**20 + yrs**
Rates to market	Commercial lines products using PW	Personal lines products using PW	Partnership

Overview

Aviva is one of UK's largest general insurance companies, with over 33 million customers across 16 countries, and has been using ProductWriter to serve the UK market for over 20 years.

Over the years Aviva has worked closely with Polaris to add new functionality to ProductWriter, such as date-related rating, private data dictionaries, and the repository for storage and version control of Personal lines and Commercial lines products, enabling ProductWriter to continue to meet their needs.

"Having worked with Polaris ProductWriter for over 18 years, I have seen it progress with enhancements that have improved our ability to deliver underwriting changes quickly to market. Polaris is always willing to listen to enhancements from users which is an asset to our company, due to the complexity and size of some of our schemes."

Tina Smith
Underwriting Manager
Aviva

polaris

Solution

Upon selecting Polaris as a technology partner, Aviva was looking to launch a new range of products as well as a new direct to customer system. They needed a way of getting the products onto both their new direct platform, as well as on existing broker software systems efficiently and effectively.

Additionally, there was a desire to bring control of the underwriting and pricing rules much closer to the business by using a system that does not require IT knowledge.

Results

With Polaris' support and training, Aviva have developed an experienced team of 50+ ProductWriter users and now 90% of their Personal Lines and a 100 % of their Commercial Lines products are rated via ProductWriter.

The ability to have underwriting and pricing rules within business control has brought many benefits to Aviva including;

- Faster implementation of business change than would otherwise have been possible. E.g. able to get rates to market within 24 hours if desired.

- Business decisions can be implemented without IT resources within a few days rather than months.

- In- house team to have full control over the management of their product portfolio.

ProductWriter's flexibility, ease of use and continued development have ensured it has been Aviva's underwriting and rating solution of choice for the past 20 years.

For more information on ProductWriter

Visit : polaris.co.uk/productwriter

Contact : productwriter@polaris.co.uk

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