

Implementing Best Practice

Getting Results



CHALLENGE

Aviva UK was looking to optimise the excellence of their most senior distribution team; including Key Account Managers (KAMs), Strategic Account Managers (SAMs), Global Account Directors (GADs) and all managers and leaders within the UK Strategic Partnerships team. They wanted to ensure that their best were working as one team, following an agreed best practice model.

SOLUTION

Chosen by KnowledgePool (an independent Managed Service Provider) as the consultancy best placed to meet Aviva's challenge, Bigrock designed a series of programmes to show delegates how to utilise best practice models to operate as one team.

We led discussions around best practice Key Account Management; combining Aviva's own resources with Bigrock's KAM Brilliance model and global best practice thinking. Bigrock Consultants detailed the key skills, knowledge and processes essential for winning and building strong relationships with Key Accounts.

RESULTS

The **highest rated** L&D programme AVIVA UK have ever run.

The **highest rated** programme KnowledgePool have ever sourced.

KnowledgePool measured:

56%

Increase in Sales

69%

Overall Performance Improvement

69%

Improvement in Quality

39%

Reduction in Costs

56%

Reduction in Tasks

66%

Uplift in Customer Satisfaction

70%

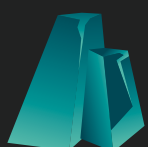
Uplift in Employee Satisfaction

This model, combined with further Bigrock training, has now been rolled out into other Aviva UK divisions (including Life, GI, Health, and Financial Institutions) and internationally.

FEEDBACK

"Difficult to be anything but absolutely delighted with the results from the three days." - Strategic Account Manager, Aviva Health

"Incredibly useful, going to start making changes tomorrow." - Strategic Account Manager, Aviva Life



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