

David: Hello there. I'm David Hockey and I lead Digital Trading at Aviva. Today, I'm joined with Sarah. It's a really exciting time in specialty lines. Can you tell us some of the key things we've been developing over the last 18 months?

Sarah: We've done so much work in our online offering this time. We have looked at all our products and we're refreshing every single one of them. We've already done management liability, we've done computers, we've done group personal accident. We are currently working on marine cargo and freight, and we're also looking at a new product next year. We've also launched cyber as well, which is a brand new product online.

David: Can you tell us a little bit more about our cyber proposition and the value to brokers and their clients?

Sarah: We're available on Fast Trade and Acturis. It is literally minutes to do a quote. We ask nine simple questions. One of the things that does put people off quoting for cyber is the in-depth detail. Some proposal forms are five pages-long for a cyber quote. We can do a quote in minutes for you. We are really proud of the claims service that we provide following a cyber incident.

The really stressful times for your clients, we want to be there to support them with expert advice and get them up trading as soon as possible, because we're available 24/7 to help them. Again we've got a broad appetite. Please, do give us a try. Always try digital first, and obviously if we can't help you online we'll look to support you offline as well in our regional team.

David: Just moving on to the frontline expertise and our operational team. Could you tell us a little bit more about the operational support and our frontline underwriters in your team?

Sarah: We are part of the wider digital team, so obviously we've got support from the mid-market underwriters as well. Our team is made up of a number of specialty class underwriters. Again, we're looking at all lines of business. We've got your computers, your group personal accident, your management liability, professional indemnity. You know what? They're a fantastic team. We're available to talk to by live chat, by telephone. We've got email, and obviously all the referrals that come through to us come through to my team as well. We're always there to help with the other end of the phone if you've got a question on any of the products that we do.

David: We have a lot of exciting product refreshes that we've done over the last 18 months. Can you comment on how we have got more consistency between our digital and our offline product offerings?

Sarah: What we've done actually is we've harmonised the wording. If you choose to trade with us online or offline, actually the wording is the same. You're not penalising the customer, you're not going to get a better product offline. Online, obviously, your first point of call. If it doesn't fit online, we'll look at it offline, but you can guarantee the wording will be the same.

David: 2023, we've got ambitious plans to accelerate specialty lines growth. What are we focused on next?

Sarah: Next is actually going to be marine cargo and this will actually be live this year, so in 2022. We're really excited about that. We're also looking at marine freight, so that's going to be early next year, and really exciting, we've actually got a new product, so our plan is going to be available on both Fast Trade and Acturis.

David: Really exciting to hear our next product is Marine Cargo. Can you tell us a little bit more about what we've done to really revamp that product offering?

Sarah: Yes. Again, we've harmonised the wording. The product will be same online or offline, depending on how you want to trade with us. We have added additional covers in, so now you can put storage on there or stock throughput, however you want to word it or term it. We've looked at making the journey easier as well for our brokers. Before, we had quite a high referral rate. We've looked at that, we've improved it, so now a lot of it will actually go through without even referral to the team, so you'll be able to get a quote in minutes.

David: Just to follow up on the plant and equipment product, we're one of the first insurers to bring that product to market. What covers are within that and what's the target market for that product?

Sarah: We're looking at owned-plant and hired-in plant. Obviously, we are looking at loads of different lines of business. Your ground worker would be perfect for our appetite. A plant-hirer, you'll be able to do owned-plant on its own. You'll be able to do a hired-in plant on its own. You'll be able to do both together, because it's a digitally-traded product, you'll get our best price as well.

They'll also be available for commission flex, so between 0% and 35%, and you'll be able to get quotes, again, almost immediately. It is the perfect opportunity if you need a quick quote. For example, someone's hiring in something in, you'll get a quote in minutes.

David: Very exciting times. Can you tell us a little bit more about our future plans and ambition for specialty lines?

Sarah: We want to obviously grow. We want to be there to support our brokers and their clients. Again, I will say it again, digital first. It's easy to trade with us digitally. We've got so many products now available for our brokers online. Again, if it doesn't fit online, we will still support you offline. We've got a really good working relationship with our regional specialty lines team. All the data that you input onto the quote, if it doesn't fit online, we'll send it off to our offline team for you. That way, obviously, you've got a seamless journey between online and offline with Aviva. You know you can come to us and we will help you any way we can.

David: Overall, what we're hearing is there's a lot more potential for brokers to place more business digitally first in the market, and that's how Aviva wants to structure its offering. There is a lot of scope for growth, given all the range of product refreshes that have been undertaken. Do you have any final closing remarks?

Sarah: What I'd really to hear from is our brokers. I really encourage you to get in contact with myself, your business development managers, if there's anything more that we can do to help you secure you're your client's business with Aviva, please do get in touch. Again, I'd be happy to have individual meetings, more specifically aligned to the type of businesses that you are looking for, that you're looking to place business with, and we will help you any way we can.