

Taking the Fight to Fraudsters

Aviva's defence excellence over the last 12 months*



Investment in Counter Fraud capabilities

Aviva will always place customers first and is resolute in its commitment to mitigate the impact of fraud on policy premiums. Best practice underpins a Counter Fraud strategy that has doubled the number of dedicated fraud investigators in the last few years and brought significant investment in our fraud detection capability. In 2023 and 2024, Aviva played a key role in the Counter Fraud space, including working with the Insurance Fraud Enforcement Department (IFED) to assist the Metropolitan Police in securing the first Serious Crime Prevention Order against a convicted fraudster¹. This effectively stops the fraudster targeting Aviva again; a breach of the order carries an immediate 5- years custodial sentence, a fine, or both.

We'll always look after those who have been genuinely injured and pay honest claims **fairly and quickly**

The importance of early notification

The sooner we find out about a motor incident, the sooner we can help. If we're notified as soon as an incident happens, we're able to act quickly to support both parties which enables us to manage the cost of the overall claim, as well as reduce opportunities for fraud. Watch this [video](#) to understand the potential impact that delayed notification can have on the outcome of a claim.



We'll **vigorously defend** fraudulent or inflated claims and, where appropriate, may look to prosecute anyone who makes a dishonest claim against Aviva



12,000+ claims repudiated for fraud worth £127m+



9000+ hours of Counter Fraud training to operations



265 Bodily injury claims successfully defended against fraud using our legal panel



Winner of multiple industry awards in 2024



£4.1m from organised crash for cash claims denied



23 years worth of custodial and suspended sentences from prosecutions



98,000 motor policies removed or refused for fraud

It's about doing what's right for our customers, brokers and the industry, **working together** to get the best outcome

*All figures are for the year 2024

¹Insurance Fraud Enforcement Department secures first Serious Crime Prevention Order

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Aviva: Public