

Customer Charter **The Aviva Investors Way**



Purpose

The Customer Charter describes the principles, behaviours and standards we adopt to maximise customer satisfaction.



Outlines our commitment to all of Aviva Investors customers



Helps us to guide and manage culture and decision-making



Defines the level of quality and service they can expect from us and our partners



Embeds Aviva's brand values in principles, behaviours and standards



Provides the framework for consistent customer experience



Incorporates what matters to customers



Colleagues and suppliers initially - later shared with customers



Clear, simple and measurable

Framework

The Charter is made up of three pillars that define our commitments and the way we work.

Customer Charter

Principles

Guide our strategic focus, decision making, and customer interactions.

Behaviours

The way we work together and engage with customers. Behaviours help us to maintain and manage our culture.

Service Standards

The standards we adopt at different touch points by role type when we deliver customer experiences.



Principles

The principles outline our promises and commitment to delivering great customer experience consistently. They steer decision making and define expectations for how we operate to ensure customer satisfaction.

Care

- We put the satisfaction, wellbeing and safety of our customers first.
- We cultivate relationships where every customer feels heard, valued and connected.
- We're committed to understanding and meeting our customers' needs and priorities.

Commitment

- We keep our promises, taking ownership and overcoming obstacles to be the best in the market.
- We operate ethically, transparently and with integrity.
- We integrate sustainability into every decision and action.

Community

- We're committed to inclusion, equity and belonging for all.
- We work as one team to deliver value to our customers.
- We have a positive impact on the wellbeing of our occupiers and local community.

Confidence

- We innovate, overcome challenges and recover fast to support customer needs and add value.
- We respond fast, with flexibility and positivity. We always manage expectations and keep people informed.
- We seek out feedback, actively listen to our customers and act to continuously improve their experience.

Behaviours

The Aviva Investors Way

The Aviva Investors Way defines how we work together, as one team, to influence our success and reputation.

We're Ambassadors

- Represent customers, client, company and team
- Think and act with your customer's lens
- Build positive relationships
- Respect and respond to individual needs
- Act with empathy, respect and humility
- Seek to surprise and delight

We're Bold

- Start with the end in mind
- Be curious and inquisitive
- Act with energy, positivity and confidence
- Lead the conversation
- Navigate uncertainty
- Do things bigger, better, at pace. Don't fear failure
- If we fail, make it better than before

We're Better Together

- Demand more from yourself, your leader and others
- Get the right people together
- Share, adapt, adopt
- Communicate, communicate, communicate
- Take ownership and accountability
- No blame, ever

We Meet Our Promises

- Know the conditions of your success
- Be as good as your word
- Be honest and transparent
- Manage expectations
- Keep everyone informed
- No nasty surprises

We're Effective

- Brilliant basics
- Excellent execution
- Ruthless prioritisation
- Proactivity
- Resolve conflicts for mutual satisfaction

Delivering great
customer service
**the Aviva
Investors Way**

