



success » story

When Aviva Ireland began planning the launch of their New Parent free life cover product, they knew they would need a complete end-to-end solution for managing initial order capture through to the administrative services needed for claims management. With an already strong working relationship in place, the natural choice to create this fully integrated service was **mpl Systems**.

mplSystems were duly tasked with designing, implementing and hosting the on-line facility that would capture all new enquiry data, present survey questions to users whilst matching existing Aviva branding guidelines and linking to the main Aviva.ie web site. In addition, a restricted access portal would be required to validate new applications, search, amend, delete and report on all applications received, prompt the issue of legally binding documentation, relay detailed management information back to Aviva Ireland and schedule automated follow up emails.

With extensive TV and radio advertising scheduled, the ability to move quickly was critical; **mplSystems** drew upon its experience of managing major projects within tight time scales and delivered a fully tested solution, including all the associated administrative functions, secure access and reporting functions, ahead of the deadlines.

After the initial successful delivery, the project was quickly expanded to provide the ability to order and manage a broader portfolio of Life products for advisors working within the Aviva branch network. In both projects, Aviva have been delighted with the quality, speed and cost effectiveness of **mplSystems**' solutions.

REACTION

Paul White CEO of **mplSystems**: "We really enjoy working with Aviva, who clearly understand how to deliver a great online customer experience. The ability to provide this type of sophisticated customer application quickly is a key capability of our **intelligentContact** platform, which is also available 'in-the-cloud' as **aurora.net**."

Barry McCutcheon Customer Propositions Manager of Aviva Life & Pensions Ireland Limited: "At Aviva Ireland, our customers are at the heart of everything we do. Providing high-quality products and solutions is a very important part of this. We like working with **mplSystems** because they understand our business and what we strive to achieve. We know they will deliver exactly what we want when we need it and take the stress out of the project – confidence is all-important and that's what we get from **mplSystems**."

BACKGROUND

Aviva Group (Aviva) is one of Ireland's largest and most successful financial organisations with activities spanning general insurance, risk management, pensions, life assurance, health insurance and personal financial services. It has over one million customers across the country, with principal offices in Dublin, Cork and Galway.

BENEFITS

- » **Comprehensive functionality** from the initial order to claims management
- » **Seamless integration** with existing branding/web site
- » **Swift deployment** enabling Aviva to be first to market
- » **Integrated management information**