SITUATION
Customer behavior when looking for insurance products is changing rapidly and we are now living in a world where a majority of searches are “Social, Mobile, Local”. Being visible on digital becomes essential to supporting lead generation in the agency.

Aviva France agents have already started their digital transformation: 80% have an agency website and more than 50% are on social. However, most of them don’t get the best of these channels because they lack time to produce and publish content and to follow up with their networks of contacts.

They therefore need a flexible solution, with the capacity to solve several business drivers:

- Deepen relationships and increase number of touchpoints
- Increase agent digital visibility to increase inbound opportunities
- Digitize agents and make them productive on these channels in the most effective manner
- Drive overall brand awareness and advocacy

SOLUTION
Instead of upgrading their existing agent website solution, or searching for a standalone social solution, Aviva France chose to go with Hearsay Systems - a leader in providing digital client engagement solutions for the insurance industry. The Hearsay platform allows agents to manage their own mobile and SEO optimised agency website, as well as their LinkedIn and Facebook accounts from one single interface. If an agent has multiple agencies, he has a central dashboard to manage each agency website and social accounts at once. In addition to managing all the channels from one interface, it provides a centralised content library that agents can use to quickly and easily share relevant content across multiple channels including their agent websites and their social accounts. Publishing content on their agent websites will improve SEO, as prominent search engines like Google are putting more emphasis on dynamic websites with fresh content; similarly, on social, content increases the number of touchpoints with customer and prospect base.
EARLY RESULTS
The results were positive across the board: agents drove more traffic to their personalized website, have strengthened their social presence, and improved the digital visibility of their agency. Additionally, the ability to manage agency web sites and social accounts in one place has been highly valued by all agents.

Isabelle Moins, Head of Consumer Market, Digital and Direct business for Aviva France, summarizes project goals and ambition: “Local network and the ability to build trustworthy links with their customers are the strengths of our agents. And these customers have become more and more digital. By implementing Hearsay Systems platform to provide to our agents a single interface to manage their local web site and social accounts, we demonstrate the willingness of Aviva France to support them in their digital transformation so that they can better address the new behaviors of their customers.”