



Field
Update



August 1, 2011

Aviva to survey customers who recently purchased an Indexed UL policy

Aviva continues to focus on building insurance around the needs of our clients.

To reinforce this, starting this week we will be reaching out to a small set of customers who have recently purchased an Indexed Universal Life policy from us. Through the use of phone surveys and interviews we hope to gain an insight to clients' early perceptions as well as their motives in purchasing their policy. In addition, a group of agents who have recently sold Indexed Universal Life policies will also be contacted and asked about their experiences in selling these products.

Research will begin this week and will be conducted by Flynn Wright on Aviva's behalf. Please note – Aviva takes care to protect the privacy of your customers.

To that end, during this research:

- At no time will anyone attempt to sell anyone anything. These efforts are purely to secure the feedback we need to improve our performance and no names will be added to marketing lists, sold to third parties, etc.
- Responses are confidential and managed via the company conducting the research on our behalf.
- At no time will anyone ask your clients for confidential or potentially risky information like account numbers, Social Security numbers, etc. (If that occurs, it is not an Aviva sponsored activity –we do not recommend sharing that type of information with anyone calling as it may be suspicious activity).
- All information exchanged with the company conducting the research is done in a secure fashion per the policies we have in place to protect our customers' information.