



Sitecore
Case Study:



Aviva India – An increase in leads by 40% and site traffic by almost 60% within two months of launching the website with Sitecore Web Content Management

Summary

Aviva is the UK's largest and the world's fifth largest insurance group. It is one of the leading providers of life and pension products to Europe and has substantial businesses elsewhere around the world. With a history dating back to 1696, Aviva has a 50 million customer base worldwide. It has more than £359 billion of assets under management.

Aviva India's mission was to create and implement a brand new Web Strategy that would drive high customer acquisition, enable their offline sales effort and create strong brand awareness around new and existing products. Working with Sitecore partner, eDynamic, they integrated Sitecore's web content management solution (CMS) to significantly increase their web site traffic as well as their leads.

Challenge

Aviva's core objectives for this initiative were to reposition the website as a key engine for branding as well as customer, agent and employee acquisition. Their aim was also to ensure an enriching best-of-breed experience that completely revitalizes the Web journey of their end users.

The audience includes prospective and existing:

- customers
- agents
- employees

Previously, Aviva was using IBM WebSphere Content Manager (IWCMS) as a CMS. However, some of the challenges they faced included:

- Difficulty in using a dated version of IWCMS
- lack of training for IWCMS internally to use and manage the CMS
- challenges in customizing and/or developing new features and applications on IWCMS
- bandwidth and infrastructure requirements were too high to maintain the website

Aviva India
Site

www.avivaindia.com





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**—Rahul Khosla,
Partner, eDynamic**

"A lot of information search on insurance happens on the Web. Through our revamped website with Sitecore, we have partnered with eDynamic to provide best-in-class tools to help end customers choose appropriate products."

**—Vishal Gupta,
Director of Marketing,
Aviva Life Insurance**

Solution

Working with Sitecore partner, eDynamic, the evaluation process was a comparison between IWCM, Sitecore, Ektron and Oracle among others. Ultimately, Aviva chose Sitecore because it met all of their needs, including:

- They needed a CMS which could quell all the business challenges they were facing.
- They also wanted a CMS that offered Web 2.0 features and was search engine friendly.
- Most importantly, most of their internal technical environment is .NET and they were keen on a robust .NET system.
- They wanted a CMS that could enable more dynamic sections on the website, especially on their product and fund management sections and be easy to manage for their internal users.

eDynamic integrated Sitecore and built the new site in less than four months. Aviva's new website had to conform to their global Web and branding standards which are governed by their UK office. As a result, templates, layouts and content presentation layer involved development of plenty of reusable components and layouts on Sitecore. In addition, eDynamic integrated Sitecore along with a payment gateway for online premium payment/renewal, as well as with Aviva's pre-existing CRM and Lead Management Systems.

Result

Within two months of launch, site traffic increased by almost 60% and customer leads increased by 40%. In addition, there is a lower bounce rate for key pages— which suggests higher user engagement, higher number of leads from the website for offline sales, and a higher number of policy renewals. Aviva has also achieved higher acquisition and engagement for customers, agents and employees—both new and existing.

According to Rahul Khosla, Partner, eDynamic, "It is a brilliant site that is meeting Aviva's core objectives and has been received very well within Aviva. I am especially proud of the site's navigation, content presentation, and overall user experience."

Moving forward, Aviva plans to add financial analysis tools and calculators, social media optimization, and additional languages to the site.

According to Vishal Gupta, Director of Marketing, Aviva Life Insurance, "A lot of information search on insurance happens on the Web. Through our revamped website with Sitecore, we have partnered with eDynamic to provide best-in-class tools to help end customers choose appropriate products."

Technology Description

Solution Special Ingredients:

Google Analytics

Payment Gateway, a custom solution, for online renewals



Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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