- It's nice and simply laid out, and idiot-proof's probably the way I would describe it. It's dead easy to navigate round, and everything's laid out nice and sensibly so the clients can see documents that they need to see.

- The overall user experience was really good. Like I said, it was really simple and easy to use.

- I think MyAviva will help strengthen relationships with our clients. Purely because it's a more interactive thing for them, it's not just something that's set up and forgotten about. It's something that can sort of, actively take part in, and then keep checking and just, constantly to remind themselves what it is they've got. I like the fact that if they do need to make any changes, they can't do it directly through you guys. They are prompted to come back and speak to us, which is a nice touch.

- It will increase the knowledge of what they've got, and they're actually aware of what they're paying for. So, I think knowledge is the key.

- I think MyAviva would benefit my clients massively because it would actually be a constant reminder to them of what they've actually got. One of the problems as an adviser when you're speaking with clients and questioning them on what their existing policy arrangements are, nine times out of 10 they don't have a clue what they've got but with something like MyAviva, it's a nice, easy thing for them to access, so they can get that information really easily.

- I think going forward, I'd definitely encourage my clients to register for that, not only for their benefit, and for my benefit, as well, going forward, I think it's definitely a win/win. I didn't know much about it before. But having seen it, it's definitely a really useful tool.