



Aviva: Scaling Real-World AI Execution through Workforce Transformation

Aviva is actively redefining insurance workforce capabilities by transitioning beyond generic artificial intelligence (AI) curiosity into scalable, real-world execution. In collaboration with Cambridge Spark, they have established a dedicated academy model to build-in responsible governance and unlock widespread operational fluency.



Dedicated AI Cohort

Launched 32 AI Workflow Specialists in June to scale capabilities.

Proven ROI

Early cohorts delivered immediate, measurable time and cost savings.

Enterprise Growth

268 enrolled & 100+ graduates across Data & AI programmes since 2021.



Client Profile

Aviva is a leading insurance provider dedicated to continuously investing in its workforce and reinforcing its long-standing commitment to professional people development. Operating as a progressive, data-rich organisation, they recognise that sustainable digital transformation is achieved by equipping employees with future-focused tools and credentials. By grounding technological growth in human-centred values and their core promise - "with you today for a better tomorrow" - Aviva ensures its people remain equipped to deliver superior, frictionless customer experiences.

Challenging the Assumption of Universal Literacy

A significant turning point currently characterises the technology market, where the availability of automation and agentic AI tools moves faster than everyday application. A widespread assumption persists across corporate environments that **"everyone already knows AI"** or that baseline exposure equates to deep operational fluency.

Without targeted capability building, tool adoption remains inconsistent, leaving many colleagues feeling naturally hesitant or disconnected from new technological rollouts. Aviva recognised that true market advantage requires dismantling manual inefficiencies systematically rather than relying on superficial, knee-jerk training options. To maintain a distinct competitive edge, the business needed a structured mechanism to meet colleagues exactly where they are, dispel technology anxieties, and build robust, role-based technical and operational capabilities at scale.

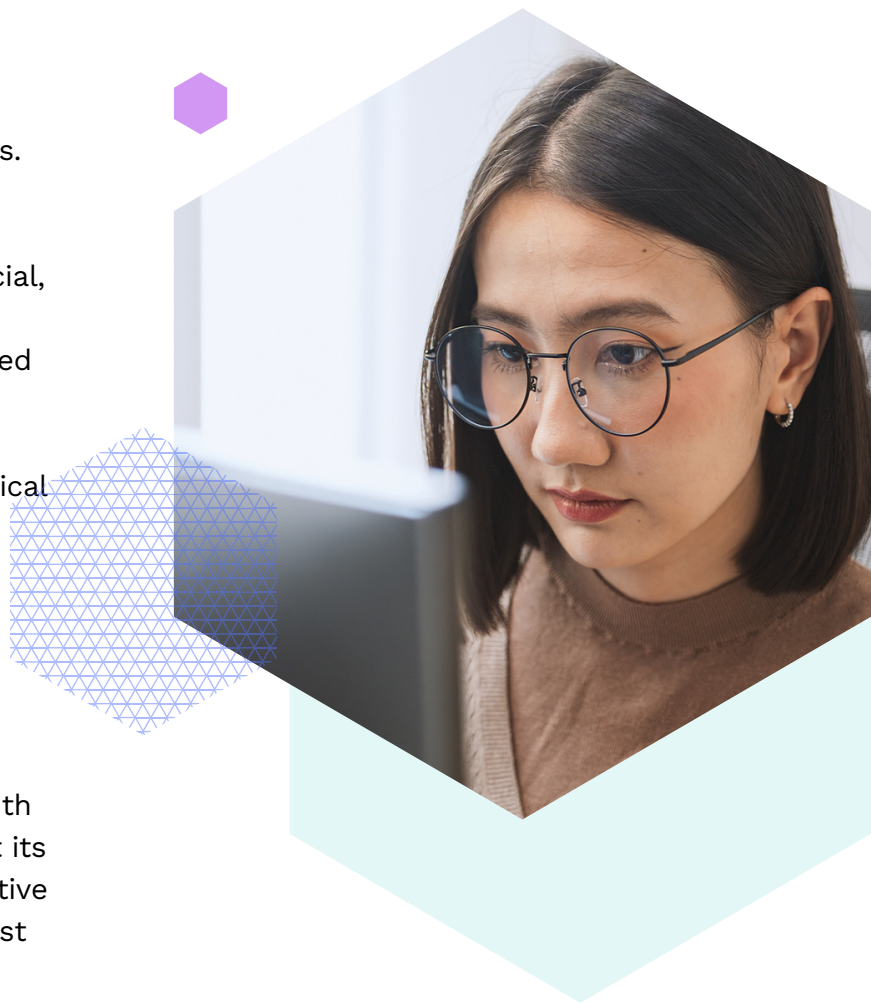
Designing the AI Workflow Specialist Architecture

In direct partnership with Cambridge Spark, Aviva launched its specialised AI Academy with an intensive, face-to-face kick-off session at its Hoxton offices. The cornerstone of this initiative is the 14-month Level 4 AI Workflow Specialist programme, specifically adapted to reflect Aviva's organisational values, risk frameworks, and exact tooling landscape.

Rather than focusing purely on abstract theory, the strategy embeds learning directly into day-to-day operations. Moving beyond rigid classroom lectures, the programme offers a fluid mix of peer learning, online resources, and structured 1-to-1 mentorship sessions delivered through Cambridge Spark's proprietary EDUKATE.AI platform.

This single-platform approach handles communication, module tracking, and project submissions seamlessly, allowing learners to balance study with daily workflows.

Crucially, the rollout targets a diverse cross-section of existing talent - including procurement category buyers, governance experts, and global operations managers - proving that modern technical apprenticeships are an invaluable tool for professional development at any stage of a career journey.



"Working with specialists is incredibly important because you can get really in-depth training wrapped up in something which is very accessible for people, no matter where they are on that journey."

Sarah Self, Artificial Intelligence Director
Aviva

Building Early Momentum and Future Readiness

The launch of the closed cohort has immediately established a collaborative network of internal advocates prepared to drive proactive optimisation across the global service footprint. By training teams to construct governed, explainable AI solutions, Aviva is successfully embedding deep critical thinking regarding data lineage and output quality directly into its risk management practices.

The early cultural momentum focuses heavily on reassurance over replacement, framing automation as a liberating mechanism that strips away repetitive, low-value administrative burden. Employees are actively empowered to design end-to-end automated customer journeys, allowing handlers to dedicate their time to high-empathy, high-value human interactions. This trajectory directly builds on the momentum of past apprentices, who have already demonstrated the profound commercial potential of this model by saving valuable time and cost across various business domains.

“Our apprentices will benefit massively from this course. They will learn lots about future-facing technology, be able to develop the processes that exist today, and get them ready for the processes that exist tomorrow. Having a cross-section of people across our business developing these skills will help them deliver better for our customers.”

Sophie Hubble, Apprenticeship Lead
Aviva



“It’s not AI that will replace you; it’s the people who know how to use it effectively. Once you show people that these tools can get rid of the stuff they don’t like about their job, they have that lightbulb moment and realize they can focus on the reasons why they loved their role in the first place.”

Eleanor Huggett, AI Learning and Academy Lead
Aviva

[Read more at CambridgeSpark.com](https://www.cambridge.org/9781107688519/9781107688519.008)

