

Best in Financial Services

The Best in Financial Services Award will recognise a financial service that is not only forward looking but also matches its service offering to the needs and lives of their customers, who expect a great digital experience. Judges will be looking for creative delivery of financial solutions, business processes and educational resources. Entries may include online banking websites/ applications, shares & securities trading websites/ applications, insurance, loans, payments and cards and other finance related websites/ applications/ features which are embracing digital.

Who should enter?

Any company or service that specialises in finance, insurance, loans, payments etc., that has a digital component to their company or service.

What types of projects should be submitted?

Enter this category if you have developed excellent online banking websites/applications, shares & securities trading websites/applications, insurance, loans, payments and cards or other finance related websites/applications. Your website, application service or product should be user-friendly and accessible. Judges will be looking for projects with a creative delivery of financial solutions, business processes and educational resources.

Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (concept, rationale, client satisfaction, user experience) 20%
- Innovation (creative, integration, benefits) 30%
- Results (visitors, repeat visitors, leads, ROI) 30%