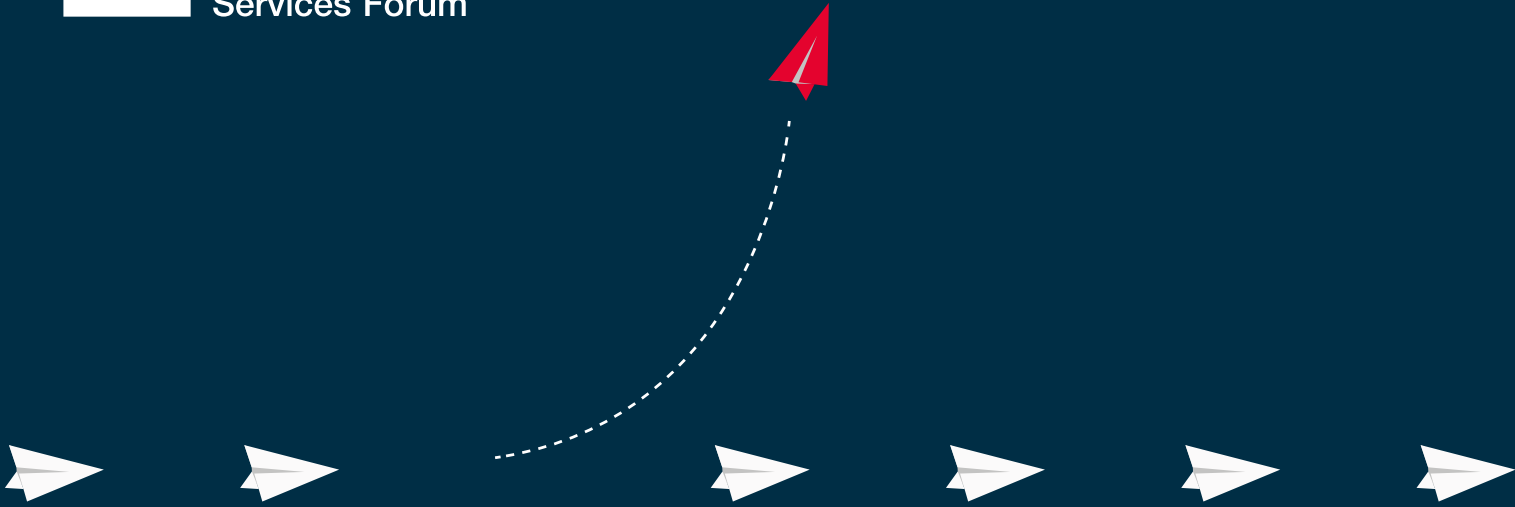




The Financial
Services Forum

WINNERS & COMMENDED



AWARDS FOR
PRODUCT AND SERVICE
INNOVATION
10

Awards for Product and Service Innovation 2018

Part of The Financial Services Forum's commitment to improving financial services marketing has been via our Awards programme, designed to understand the role of marketing and prove, beyond doubt, the significant impact that effective marketing makes in long-term business success.

Now in their sixteenth year, our Awards for Marketing Effectiveness have always featured outstanding examples of innovation in all its forms – whether driven by creative approaches, radical developments in product features and benefit delivery, or the use of technology to improve customer access and interaction. But the growing importance of innovation in financial services today, and its vital role in engaging with and empowering customers in the future, prompted us to develop the established New Product, Service and Innovation category into a new set of awards – recognising innovation in financial services that delivers tangible benefits to both consumer and provider.

Most customers are not interested in technology for technology's sake – nor are we. So these new awards focus on the overall impact the innovation has had on the sector, audience or consumer, and whether the innovation achieved or exceeded its objectives and goals. The initiative will have benefited the customer as well as the company.

Entries were made via a 1000-word submission, answering six key questions. Where appropriate, submissions have included quantitative and qualitative material to support the claims of effectiveness and success. It is the combination of robust quantifiable data, judged by a panel of senior industry executives, using transparent scoring guidelines focused on real effectiveness and insight, that set our awards apart.

I would like to take this opportunity to thank the judges for the time and diligence in selecting the winners, and congratulate the winners and commended entries for their outstanding achievements.



David Cowan,
Managing Director,
The Financial Services Forum

#FSFAwards2018



The Judges



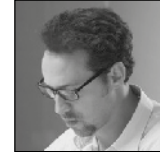
David Cowan
Managing Director,
The Financial Services
Forum



Andrew Evans
Chief Executive, Smart
Pension



Niels Footman
Head of Marketing,
Copylab



Jonathan Hirshler
Chief Digital Officer,
AML



Michael Lynch
Head of Commercial
Innovation, NS&I



David McCann
Planning Director,
Teamspirit



Malcolm Oliver
Consultant, The
Financial Services
Forum



Luis Rolim
Marketing Director,
RedCloud



David Smith
Chief Executive, Global
Futures & Foresight



Hanne Tuomisto-Inch
Senior Industry Head
– Insurance & Aggs,
Google UK



Alan Walsh
Head of Network &
Partnership, Bud



Categories

- ▶ **Customer Interaction and User Experience**
- ▶ **Customer Service**
- ▶ **Customer Loyalty**
- ▶ **Data Usage and Analytics**
- ▶ **Distribution**
- ▶ **Mobile or Online Delivery**
- ▶ **Product Development – B2B**
- ▶ **Product Development – Consumer**
- ▶ **Transforming the Workforce**

Judges' Special Awards

- ▶ **Best New Start-up / Small Business**
- ▶ **Best B2B Entry**
- ▶ **Best Consumer Insight**
- ▶ **Best Overall Momentum Innovation**
- ▶ **Best Overall Disruption Innovation**

Sponsors:





Customer Interaction and User Experience



Winner

Bank of Ireland: Rome

Bank of Ireland designed, developed and built a mortgage-application platform with the customer at the centre. This supports interaction between all their customer groups including branches, intermediaries, underwriters and customers. With secure live-messaging, customers talk directly to their case-manager, underwriter or intermediary. Not only speeding up the mortgage-application process – imperative to a smooth transaction – it is excellent customer service. This investment has resulted in great sales growth for both winning clients and retaining them. This has helped build a sustainable business.



Commended

Lloyds Banking Group (Sapient): Customer Journey Transformation

Schroders (Core Marketing Partners): Schroders Global Cities Real Estate Fund

Thomson Reuters (Huge London): MyTR – Customer Portal



Customer Loyalty

Winner

NFU Mutual: Young Drivers Scheme

NFU Mutual is the market leading farming insurer founded on the principles of mutuality. Their members want to be recognised and rewarded as individuals. Choosing an insurer goes beyond cost; quality, customer service and social purpose are key.

NFU Mutual developed their 'Young Drivers Scheme' with a clear mission - help young people from farming communities, who are most at risk of car accidents. NFU Mutual didn't just reward the loyalty of existing farming parents but engage, through a meaningful personal experience, with young people who will be members for generations to come.





Customer Service




Winner

Skipton Building Society: Becoming Dementia Friendly

As a mutual organisation owned by member, helping their customers is at the heart of everything Skipton Building Society do. Their innovation has been to become a Dementia Friendly Organisation. Colleagues voted to support the Alzheimer's Society & Alzheimer Scotland as their first official charity partners. They wanted to make the partnership more than just fundraising, so created a plan based on the Dementia-Friendly Financial Services Charter. In less than 12 months this became a business-wide initiative that has improved the way Skipton Building Society support vulnerable customers, along with their family and carers.



Commended



NFU Mutual: Young Drivers Scheme

Empowering our clients to
make decisions that matter.

Ideation



Concept



Proposition

07

Op
Opinium

What people think, feel and do.

opinium.co.uk



Data Usage and Analytics

Winner

Aviva: Ask It Never

Ask It Never (AIN) is one of Aviva's Global Signature Processes. The aim, quite simply, is to 'kill the quote form' and create fantastic, differentiated customer experiences by reducing the number of pricing and underwriting questions they ask in their customer facing journeys to zero. This is underpinned by next-generation pricing and analytics – with a plan to establish a unique analytics, pricing and data capability to accelerate this ambition globally. Inspired by Aviva's key business objective to kill complexity for their customers, the AIN initiative is driving a huge shift in how customers buy insurance.



Commended

Bud: Re-writing the Rules of FS Distribution



Distribution

Winner

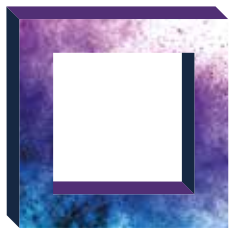
Bud: Re-writing the Rules of FS Distribution

Throughout the world, people are subject to the rules and processes of a financial system that was shaped by the technology available to those shaping it. Distribution channels reflected this and evolved in a way that is deeply unhelpful for customers, where “product suitability” rarely means much more than the APR. Bud’s technology puts the customer at the heart of a new distribution model. One where the right solution finds the right customer at the right time. One where product providers get the intelligence they need to shape products effectively, and where distribution happens where and when customers need it to. Bud’s technology powers banks to understand significantly more about their customers, through aggregation. Whilst connecting customers to a much wider portfolio of financial and non-financial solutions historically not provided by the banks.



Commended

Habito: This is How You Get a Mortgage Now



2018 Awards for
Marketing
Effectiveness

Entry Deadline: 21 June 2018

www.thefsforum.co.uk/awards



Mobile or Online Delivery



Winner

TSB: Access TSB App Using Samsung

In a world where multiple, complex passwords are the norm and fraud is an everyday concern, TSB want to make managing money as easy as possible. They've worked in partnership with Samsung to be the first bank in Europe to offer iris scanning to customers who have a Samsung Galaxy S8, S8+ or Note 8, giving them the ability to logon to their mobile banking by simply looking at their phone.



Commended



Atom Bank: Fixed Saver Maturity Process



Product Development – B2B

Winner

Thomson Reuters (Huge London): MyTR – Customer Portal

Thomson Reuters (TR) has created an enterprise-wide digital touch point called MyTR; a single authenticated online portal providing customers with a uniquely personalised experience in content, admin, billing capabilities and more. MyTR replaces 67 existing support portals, complementing Thomson Reuters websites and digital products, to create a consistent, connected digital experience. Built on Adobe Experience Manager, MyTR provides increased mobile responsiveness, greater brand & UI consistency and access to the marketing cloud and enterprise data warehouse. Built around customer behaviour, deep customer insight and best practice UI design, MyTR delivers incremental revenue and call reduction for a world class B2B online experience.



Commended

Goji: Empowering Direct Lending Investing



Product Development – Consumer

Winner

Bought by Many: Pet Insurance

Bought By Many spotted a gap in the market for new pet insurance products after analysing millions of online insurance searches and collating social media comments from pet owners. Their existing pet insurance partners were unable to create these products, so they built them themselves. They created seven pet insurance policies from scratch that have unique features such as fixed prices for life; a mobile-friendly, natural language quote form; and wording that was awarded the first Fairer Finance Clear & Simple mark.



Commended

The AA: Car Genie

NFU Mutual: Young Drivers Scheme



Transforming the Workforce

Winner

Aviva: Move to Agile

Aviva are obsessed with creating a culture that firmly puts their customers first. Their vision is clear – to deliver simple, personalised customer experiences, underpinned by data and technology. They acknowledged that to achieve this they had to invest in their data science capability to allow them to really understand customers and implement technology to enable them to act quickly, personally and with relevance. But they recognised that these alone aren't enough. Traditional organisational structures may well be lean, but they create silos which make realising the benefits of modern marketing technology very difficult and they needed to find a way of working to achieve their ambition – so the Agile Marketing team was born.



Commended

Teamspirit: Transform the People ... And the Results Will Come



Judges' Special Award

Best New Start-up / Small Business



Winner

Bud

Bud is a technology platform that links financial services together. Their technology is used by banks in the UK and Europe and they have over 10,000 beta users helping them build new features and make banking better.

Their team is comprised of astrophysicists, games developers, music producers, advertisers, fintech experts... and a few high flying finance professionals. They are the type of people that get excited by building the best technology that will drastically change the way people engage with their finances.

They may work with some of the biggest banks in the world but they do it their way.





Judges' Special Award

Best B2B Entry



Winner

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THOMSON REUTERS



Judges' Special Award

Best Consumer Insight

Joint Winners



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Best Overall Momentum Innovation



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Judges' Special Award

Best Overall Disruption Innovation



Winner

Habito: This is How You Get a Mortgage Now

Habito is the UK's free, online mortgage broker, using technology to bring the mortgage application process into the 21st century. Honest, transparent and easy, home buyers can be sure they're getting the best mortgage on the market for the first time. No jargon, no fees and no misinformation. Habito's technology analyses over 20,000 mortgage products across 90 lenders in real-time, identifying the best mortgage based on an individual's circumstances. Customers can complete their illustration, for free and entirely online, 24/7.





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