



Entries close - 5 June

## Best Customer App

This category is open to any insurance business with a 'must-download' app, voice-activated device that is having a positive impact on its target audience.

Entrants should be able to demonstrate that the app has been embraced by the customer and is helping to improve business efficiencies. Evidence of internal KPIs and/or data on customer use will be helpful, but not essential, for judges.

1. Please briefly describe what your app does *(100 word max)*
2. What is unique about it? *(50 words max)*
3. How has it benefited the customer? *(100 word max)*
4. Can you give any evidence of success such as KPIs and/or financial performance? *(100 words max)*
5. Where do you see your app developing over the next five years? *(100 word max)*

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customers and/or a statement from the managing director *(max 50 words per statement)*

## Best Use of Technology for Customer Experience – Claims

This category is open to UK insurance companies, FCA-regulated brokerages, MGAs and third party providers embracing new technology to make a real difference to their customers' claims experiences.

Entrants should be able to outline the impact of new systems and processes with facts and figures that evidence their success.

1. Who was your technology targeted at? *(100 word max)*
2. What problem was it solving? *(100 word max)*
3. Why was it a success? *(100 word max)*
4. Can you give any evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners? *(100 word max)*

**Please note: This next section is optional but filling it may help judges in their decision making.**

Testimonials from end clients will support your entry but are not essential *(50 words per statement)*



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## Best Use of Technology for Customer Experience – General

This category is open to UK insurance companies, FCA-regulated brokerages, MGAs and third party providers embracing new technology to make a real difference to their customers' experiences.

Entrants should be able to outline the impact of new systems and processes with facts and figures that evidence their success.

1. Who was your technology targeted at? (100 word max)
2. What problem was it solving? (100 word max)
3. Why was it a success? (100 word max)
4. Can you give any evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners? (100 word max)

**Please note: This next section is optional but filling it may help judges in their decision making.**

Testimonials from end clients will support your entry but are not essential (50 words per statement)

## Data Analytics Excellence Award

This category is open to insurers, brokers, MGAs and insurance partners adding value via data analytics.

Entrants should be able to demonstrate how data analytics have been utilised in areas such as enhancing customer service, driving marketing initiatives and/or achieving improvements within their own organisation. Any information/data showing that targets have been met or exceeded, such as internal KPIs, will be considered favourably by judges.

1. How has your data and analytics proposition helped your customers' experience and/or improved performance in your own business? (100 word max)
2. What is unique about it? (50 words max)
3. How has it helped your business gain a competitive advantage? (100 word max)
4. Please provide three metrics you use to measure success (one of which must be financial) with results against targets set for each metric (100 word max per metric)

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Please provide any testimonials from customers and/or a statement from the managing director (max 50 words per statement)



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## Incubator/Accelerator Fund of the Year – NEW for 2018

This category is open to insurers, private equity funds and any initiatives designed to drive innovation in general insurance.

Entrants should be able to demonstrate success in putting ideas into action by backing start-ups or entrepreneurial in-house ventures. Ideally entrants will be able to show achievement across more than one initiative.

1. Briefly describe the approach of your incubator/initiative
2. Provide evidence of success such as KPIs. KPIs may include financial returns achieved, improved process efficiency or ratio of marketing conversions.
3. How has your incubator/initiative delivered innovation? What makes your approach stand out?
4. How will your approach continue to deliver success in the future? Do you aim to be a digital disruptor or act as a catalyst for change in established businesses? What is your long term strategic aim?

## Insurance Start-up of the Year – B2B

This category is open to all B2B start-ups (launched within the last three years) able to demonstrate that they have won over their customers.

Judges will look for concepts and initiatives that have helped B2B clients achieve efficiencies or helped them improve service to their own customers. Innovation and original business ideas will be looked upon favourably. Client testimonials will also be welcome.

1. Please describe when your start-up began and what it does (100 word max)
2. What is unique about it? (50 words max)
3. How has it benefited the customer? (100 word max)
4. Can you give any evidence of success such as KPIs and/or financial performance? (100 words max)
5. Where do you see your start up in five years' time? (100 word max)

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customers and/or a statement from the managing director (max 50 words per statement)



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## Insurance Start-up of the Year – B2C

This category is open to all B2C start-ups (launched within the last three years) able to demonstrate that they have won over their customers.

Judges will look for evidence of enhanced customer service. Innovation and original business ideas will be looked upon favourably. Customer testimonials will also be looked upon favourably.

1. Please describe when your start-up began and what it does *(100 word max)*
2. What is unique about it? *(50 words max)*
3. How has it benefited the customer? *(100 word max)*
4. Can you give any evidence of success such as KPIs and/or financial performance? *(100 words max)*
5. Where do you see your start up in five years' time? *(100 word max)*

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customers and/or a statement from the managing director *(max 50 words per statement)*

## Internet of Things Breakthrough Award

This category is open to brokers, insurers or suppliers making a special contribution to the Internet of Things.

Self-driving vehicles, telematics, the connected home and wearable devices across GI/health are transforming insurance. Judges will be particularly interested in entrants who can demonstrate innovation, or those who have had a tangible and lasting impact on their customers.

1. Please briefly describe what your IoT breakthrough does *(100 word max)*
2. What is unique about it? *(50 words max)*
3. How has it benefited the customer? *(100 word max)*
4. Can you give any evidence of success such as KPIs and/or financial performance? *(100 words max)*
5. Where do you see this proposition developing over the next five years? *(100 word max)*

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customer *(max 50 words per statement)*



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## Risk-Modelling Technology of the Year

This category is open to stand-alone risk modelling firms or risk modelling units within other companies, such as insurance or reinsurance brokers.

Judges will be looking for anything new and innovative in the risk modelling arena and will be particularly interested to hear from those who have modelled a new risk or developed a new way of helping their clients gain a deeper understanding of their risks.

1. What risk or risks does your technology model? (50 words max)
2. What is unique about the model or its approach? (100 words max)
3. How does the model give the users a better understanding of the risk(s) it models? (100 words max)
4. Can you supply any evidence or figures that show how the model has helped clients identify and mitigate risk? (100 words max)

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from clients or Managing Director (*max 50 words per statement*)

## Technology Innovation of the Year – Broker

This category is open to smart and forward-thinking FCA-regulated brokers and/or their partners.

Judges will look for evidence of something new or original that has won over customers, enhanced a broker's internal working practices or improved business performance.

1. Please briefly describe your technology innovation (*100 word max*)
2. Who were the target beneficiaries? (100 word max)
3. When did it launch? (50 word max)
4. What does your new innovation do? (100 word max)
5. What is unique about it? (100 word max)
6. How does it meet your company objectives? (100 word max)
7. How has it given you a competitive advantage? (100 word max)

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## Technology Innovation of the Year – Insurer

This category is open to UK Insurers and/or their technology partners/providers.

Judges will be looking for pioneering and compelling technology innovations that have led to improved business performance. This is about a specific initiative/innovation, launched within the last three years, that can demonstrate positive results and improvement over the last 12 months.

1. Please briefly describe your technology innovation (100 word max)
2. Who were the target beneficiaries? (100 word max)
3. When did it launch? (50 word max)
4. What does your new innovation do? (100 word max)
5. What is unique about it? (100 word max)
6. How does it meet your company objectives? (100 word max)
7. How has it given you a competitive advantage? (100 word max)

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customers or your Managing Director (max 50 words per statement)

## Technology Partner of the Year

This category is open to technology suppliers, consultancies, or other business partners, with a standout, role model approach to their partnership.

Judges will be particularly impressed by those that have successfully worked with an insurer, broker or MGA to successfully solve a problem or help them realise new opportunities. The entry must have a testimonial from the insurer, broker or MGA partner.

1. Please describe the purpose of the partnership? (100 word max)
2. What made it a success? (100 word max)
3. Can you give any evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners? (100 word max)

**Please note: This next section is optional but filling it may help judges in their decision making.**

Please provide any testimonials from customers or Managing Director (max 50 words per statement)