



Data Analytics Excellence Award

This category is open to insurers, brokers, MGAs and insurance partners. Entrants should show they have used data analytics in areas such as improving customer service and/or achieving improvements within their own organisation. Any information showing targets have been met, 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)*

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)*

E-trading Initiative of the Year

This category is for those that have reached new heights of excellence in the ever-growing and vitally important area of e-trading. Any insurers/MGA/brokers with their own e-trading site or software houses offering comparative quote engine services to brokers are being invited to enter this category. The e-trading initiative is for those who have made a positive difference to their customers. Entrants should show judges that their initiative is special – whether that be through a system that offers more choice, is slicker, faster, easier-to-use or has some other outstanding quality. Customer testimonials are welcome but not essential.

1. Briefly describe what the e-trading proposition does? *(100 word max)*
2. What is unique about it? *(50 words max)*
3. How has it benefited the customer? *(100 word max)*
4. Do you have any KPIs to show evidence of success? *(50 words max per KPI)*
5. How has it given your company 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 and/or a statement from the managing director *(max 50 words per statement)*



Insurance Start-up of the Year

Are you a start-up that has won over your customers? Open to all start-ups launched within the last three years, this category is for both B2C and B2B start-ups. For B2C start-ups, judges will look for evidence of enhanced customer service. For B2B start-ups, judges will look for something that helped B2B clients achieve efficiencies or, alternatively, helped them improve service to their own customers. 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)

Insurance App of the Year

Is your app loved by its customers? It is pride of place on mobile devices and used regularly? This category is for any B2B or B2C insurance business that can show it has won over customers with its app. Judges will look for evidence of an app that is being used regularly, improved business efficiencies or shown evidence of a positive impact on its target audience. Evidence of internal KPI 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)



Internet of Things Breakthrough Award

Self-driving vehicles, telematics, the connected home and wearable devices are transforming insurance. Have you made a special contribution here or elsewhere in the Internet of Things? This category is open to brokers, insurers and suppliers. Judges will be particularly interested in entrants who show innovation or have done something with a deep and lasting impact on 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)

Technology Innovation of the Year – Insurer

This category seeks case studies of pioneering and compelling technology innovations by a UK insurer that have led to improved business performance. How did this successfully address an existing issue? Have you developed a new innovation that has enabled you to enhance a service, product, or gain new market insights? Tell us your story. This category is open to UK Insurers.

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 Innovation of the Year – Broker

This is a chance for smart and forward-thinking brokers to win an award that will boost everything from staff morale to reputation in the market. Are you up for the challenge? Open to any FCA-regulated broker, 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)

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)

Best Use of Social Media

We want to hear from insurers, brokers, claims providers, technology suppliers and any other third party who are intelligently using social media. What techniques and insights have you gained? How has social media helped you hit your business goals? You could be focused on PR, customer service or boosting interaction with your target audience. This category is open to UK insurers, FCA-regulated brokers, insurance institutes, associations, suppliers and trade bodies.

1. Please describe why your social media is so good (100 word max)
2. How has it benefited the customer or your own company? (100 word max)
3. What is unique about your approach? (100 word max)
4. Can you give any evidence of success such as KPIs? Helpful for judges but not essential (100 word max)



Technology Partner of the Year

This is a category not to be missed by any firm that has made a real impression on the broker, insurer or MGA it worked with on a successful technology partnership. Previous winners of this prestigious award have received a huge boost to their reputation. Judges will be impressed by those that have successfully worked with an insurer or broker to solve a problem or help them realise new opportunities. This category is open to technology suppliers, consultancies and any other business partners. The entry must have a testimonial from an insurer, broker or MGA.

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)

Best Use of Technology for Customer Experience – General

Has new technology made a difference to your customer's experiences? Have new systems quickened response times? Has self-service reduced your customer service costs? Have you found a new way to reduce complaints and resolve customer issues more quickly? Or have you introduced new MI systems to help you develop new products for key broking sectors? Provide us with your case study and the facts and figures behind it. Who can enter? This category is open to UK insurance companies, FCA-regulated brokerages, MGAs and third party providers.

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)



Best Use of Technology for Customer Experience – Claims

Has new technology made a difference to your customer's claims experiences (not claims? see 'general' category)? Have new systems quickened response times? Has self-service reduced your customer service costs? Have you found a new way to reduce complaints and resolve customer issues more quickly? Or have you introduced new MI systems to help you develop new products for key broking sectors? Provide us with your case study and the facts and figures behind it. Who can enter? This category is open to UK insurance companies, FCA-regulated brokerages, MGAs and third party providers

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)

Risk-Modelling Technology of the Year – New for 2017

Risk modelling, whether it be for natural disasters or even terrorism, has become a fundamental part of the underwriting process. Have you done anything new and innovative in this area, such as modelling a new risk or developing a new way of helping your clients get a deeper understanding of their risks? This award is for you. The award is open to stand-alone risk modelling firms or risk modelling units within other companies, such as insurance or reinsurance brokers.

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 Champion of the Year

Get ready to cast your vote and decide the technology champion of 2017. Anyone working in insurance can vote. Voters will need to consider whether the individual has made a real difference to either its customers or organisations they work for. The shortlist will be decided by Insurance Times.

1. Please explain in no more than 250 words why you think they/you deserve this award.

Deal of the year — M&A and strategic partnerships

This category seeks mergers, acquisitions, or a strategic partnership or investment (including fundraising) that either had – or have the potential to cause – transformational change to the businesses involved, and potentially the wider industry. How has the deal created efficiency, scale or competitive advantage? Could it unlock new value and/or markets? How does it represent good value for either of the parties involved? This category is open to UK insurers, brokers, MGAs, start-ups, platform and technology providers and investors.*

1. Please briefly describe the (disclosable) terms of the deal (100 word max)
2. How does it meet your company objectives? (100 word max)
3. Can you give any evidence of success such as KPIs that were met, or you expect to meet, as a result of the deal? (100 word max)
4. Has it given you a competitive advantage? (100 word max)
5. How does it represent good value for you and your investors (if applicable)? (100 word max)
6. Could it be transformational for your business? (100 word max)
7. Does it have the potential to have a wider impact on the industry? (100 word max)

*Some of the criteria will not be applicable to all parties

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

Please provide any testimonials or commentary from analysts, clients, investors or the press that affirm the impact or potential of the deal (max 100 words per statement)



Marketing Campaign of the year - Innovation

Open to all businesses operating in the UK insurance market — including agencies working on their behalf — that have undertaken a marketing campaign targeting either other businesses or consumers. The judges will be looking for innovation and original thinking in media, message and execution, with a focus on digital channels. Entries featuring a single medium will be considered. Entrants will also demonstrate a contribution to the success of the business for whom they work.

1. Please briefly describe the campaign (100 word max)
2. What marketing channels were used? (100 word max)
3. What were the campaign objectives? (100 word max)
4. How did the campaign demonstrate innovative thinking? (100 word max)
5. How did the campaign demonstrate innovative execution? (100 word max)
6. How did you track success? (100 word max)
7. How did the campaign deliver? (100 word max)
8. How did it change either your company or your customers? (100 word max)

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

Please provide excerpts of any research or campaign analysis that evidences your success, or favourable reviews from the press or other sources (max 100 words per statement)