

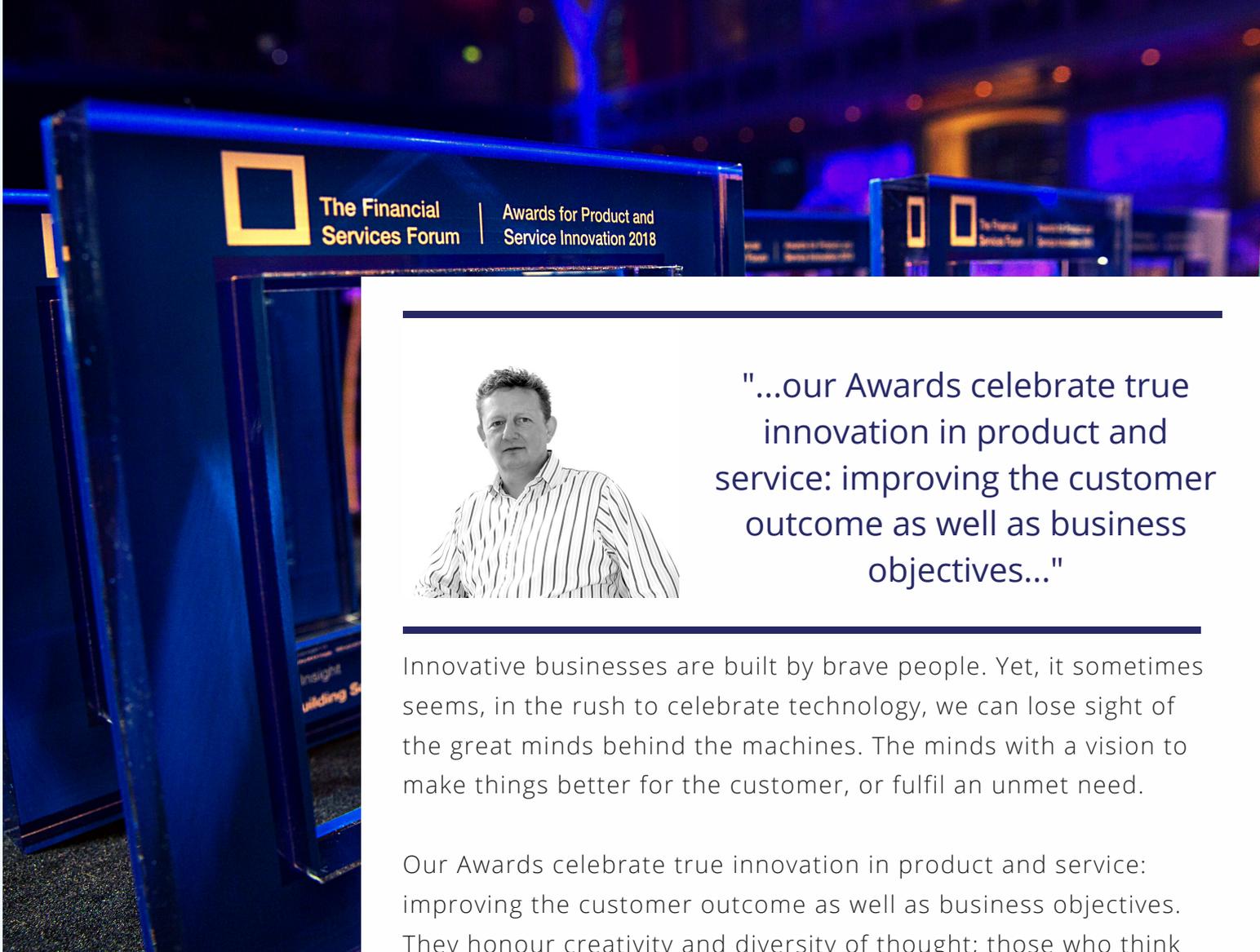


*2020 Awards for*  
**Product and  
Service Innovation**

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**Winners 2020**

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"...our Awards celebrate true innovation in product and service: improving the customer outcome as well as business objectives..."

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Innovative businesses are built by brave people. Yet, it sometimes seems, in the rush to celebrate technology, we can lose sight of the great minds behind the machines. The minds with a vision to make things better for the customer, or fulfil an unmet need.

Our Awards celebrate true innovation in product and service: improving the customer outcome as well as business objectives. They honour creativity and diversity of thought; those who think outside the box to deliver the most relevant products for their market

For those who have not been successful this year, please don't be discouraged. It may just be that the life cycle of the product is in a very early stage and if that is the case, we will look forward to you submitting the entry again next year.

For those who have been successful this year, congratulations! Please know that the entries were particularly strong this year, making winning even more of a standout achievement.

We very much look forward to seeing you on the 24 November 2020, at our Annual Members' Dinner and Awards for Marketing Effectiveness, where we will be presenting the trophies and celebrating the winners.

**David Cowan**  
**Managing Director**  
**The Financial Services Forum**



Celebrate your success with us at the Annual Members' Dinner and Awards for Marketing Effectiveness, when we will be presenting the Awards for Product and Service Innovation.

We'd like to invite you to join us with your colleagues on **24 November 2020**, when we will be presenting the gongs to the winners of our 2020 Awards for Product and Service Innovation.

Sadly, due to the current restrictions on movement, we are unable to hold our planned ceremony tonight (20 May). However, we hope you can make it to this later date.



To book now, visit our online booking page [here](#)

## Safety First

We are already planning to optimise the health and safety measures at this event and will adhere to all government event guidelines.

Should we need to change the date of the Dinner, we will automatically transfer bookings to the new date, or refund you in full if you are unable to make it.

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# Customer Innovation and User Experience

## WINNER

Legal & General Retail Retirement  
*Annuity Ready*

"An excellent entry. Clearly outlined and benefits highlighted."

"Good to see a more traditional player partnering with a fintech to help their customers"

## HIGHLY COMMENDED

NS&I: Premium Bonds *Alexa - Speaking to a New Generation*

"This product innovation was well executed. Keeping the customer in mind and having clear measurable goals from the outset, makes this a contender in this category"

## HIGHLY COMMENDED

Wesleyan Financial Services *The Next Step*

"Good to see a company with the confidence to invest in its own values."

# Customer Service

## JOINT WINNERS

TSB Bank

*Fraud Refund Guarantee*

"A real example of 'doing the right thing'"

Legal and General Home Buying Survey

*Smartr Survey*

"Good service innovation and valuations platform that speeds up the home purchasing and funding process."

### **HIGHLY COMMENDED**

Cascade Cash

*Enhances Digital Portal Experience with Exceptional Customer Service*

"An interesting initiative, well-described and convincing."

# Data Usage and Analytics

## WINNER

Aire

*Give Credit Where It's Due*

"Clearly identified a business/consumer need and some initial results demonstrate the value"

"Powerful that the FCA would get on board with the approach, so clearly had a consumer benefit at its heart."

## HIGHLY COMMENDED

Jaywing

*AI: Disrupting Credit Risk, Disrupting Marketing*

"Impressive to build this tool from scratch - the entry sets out very clearly the user interface benefits"

**Special Mention:** *mnAI Dealflow Revolution*

"Very clear. Almost too early in its development to see commercial success but very strong innovation."

# Financial Inclusion and Diversity

## WINNER

Starling Bank

*Raising the Standard of Banking for  
Small Businesses*

"The innovation has been well scoped and the strategy for delivery has been well executed.

I also like the Starling vision in general, which is data-driven and consumer centric."

## HIGHLY COMMENDED

Aire

*Give Credit Where It's Due*

"Addresses a very clear need, seems like an excellent product and was introduced to market in a clever way."

**Special Mention:** The Big Exchange

"Clearly linked with a strong ethical corporate purpose"

# Innovator of the Year

## WINNER

### Raisin UK

"An accessible and simple to understand tool for unsaved cash to do more for consumers.

This goes beyond a simple comparison; the distribution model of Raisin is interesting."

"I like the Raisin business and it is a natural evolution from the price comparison market which whilst positive for transparency still requires customers to constantly check and switch."

"A great, simple and focused open banking app that improves returns for savers.

Well-articulated entry that is precise and clearly demonstrates its success."

# Insurance

## WINNER

YuLife

*Life Insurance that Inspires Life*

"Strong development of personas and excellent integration with other apps. Clever branding that echoes the company's gamification theme."

"I particularly enjoy Yulife's proposition, the entire solution is a B2B2C lensed entity which in my view is a difficult sell. They know getting customers to engage with these products is notoriously difficult.

But, they're leveraging engagement mechanisms tailored to the customer's appetite for cashing in the digital currency in-app, as well as the mental health inclusive to the applications engagement set, which is a nice tie-in."

# International

## WINNER

Al-Amal Microfinance Bank

*E-Loan*

"Excellent entry, meeting real customer needs and opportunity in a very challenging environment."

"Using the ubiquity of mobiles, the e-loan product enables those struggling to access regular finance [due to war and lack of credit history etc] to get micro-finance in an instant and renew in a moment."

### **HIGHLY COMMENDED**

Sberbank *Sales Lab Project*

"Good entry and great results."

# Investments

## WINNER

Oxford Risk  
*Behavioural Finance*

"Their take on pioneering the behaviours and insights they glean from a user's actual financial situation real-time is more valuable and necessary for investment management than the typical approaches that are taken today."

"An excellent concept that is creative and founded in science (...) based on empirical evidence demonstrates an interesting transition from theory to application that may better assist the investor/advisor relationship in the future."

## HIGHLY COMMENDED

The Assetz Capital IFISA

"Strong IFISA innovation offering with the access accounts."

# Marketing and Communication

## WINNER

Aegon and Cowry

*Personalised Pension Video Summaries*

"An excellent approach to product development and marketing. Clear vision, supported by evidence into an area that lacks understanding by many."

"A fantastic innovation that that has clearly increased employees' engagement with their pensions; this has the potential to change lives and financial security. An excellent submission."

## HIGHLY COMMENDED

Wesleyan Financial Services *The Next Step*

"Really interesting way to produce content for your audience to engage with and to introduce your brand without a hard sell."

# Mobile and Cybertech

## WINNER

Starling Bank

*Raising Standards of Small Businesses*

"Clearly addressing a major need and has excellent features."

"A good entry and excellent results."

"The proposition is strong and is closely aligned to Starling's innovative agenda. The submission clearly communicates the benefits to a business effectively."

Access to a banking provider without the quarrel is a significant benefit in a world of complex and confusing small/medium business endeavours, removing that burden is real service innovation."

# One to Watch

## WINNER

Canoe Intelligence

*The Fintech to Watch for Alternative Investors*

"A good quality submission and the business is already demonstrating tangible benefits to its user base."

"Sounds amazing, incubated over time and thoughtfully taken to market."

"Really well-presented case for an innovation - clear with good evidence and lots of detail."

## HIGHLY COMMENDED

*mnAI Dealflow Revolution*

"A breakthrough approach in a notoriously difficult, and innovation resistant, category."

# Payments

## WINNER

### Previser: Payments

"Considerable impact in a market that needs it significantly. Their service innovation here is complex and seeks to save time for the businesses deploying the solution"

"Previser's ambition to disrupt the whole culture of slow and late payment to suppliers for me goes much further than pure innovation. It's a reflection of a wider societal shift, and a much needed and welcome one in the world of financial services."

### **HIGHLY COMMENDED**

#### Banking Circle *Correspondent Banking*

"A creative approach to mitigating traditional issues with lending for business."

### **HIGHLY COMMENDED**

#### Planet Merchant Services

"Excellent idea if widespread adoption can be harnessed"

# Product Development

## WINNER

Countrywide Surveying Services

*Homefact*

"A great mash up of existing capabilities into a single point, easy to use, report."

"Commercial and customer success seem to be clearly aligned and its success is strong."

"The product is clearly addressing a need for customers. Buying a house is stressful and it's a horrendous experience. I'm also keen to point out that a major bank has incorporated the product in their offering, which is a metric that is difficult to beat!"

## HIGHLY COMMENDED

Skipton Funeral Plan

"Long list of features to make the service more personal and intimate at a very difficult time for relatives and family."

# Security

## WINNER

### Blackout by Blackout Technologies

"Quality submission that illustrates an innovative approach to solving the problem with tangible benefits relating to improved security and increased productivity."

"Very well evidenced entry with real innovation and good use of KPI's."

"Interesting implications in security situations and areas where mobile technology should not be used."

# Transforming the Workplace

## WINNER

Canoe Intelligence

*Bringing Innovation to the Alternative  
Investments Workforce*

"A truly clever and innovative piece of tech, which will prove transformative for the alternative investment industry"

"Strong proposition solving a complex alternative investment burden."

"Good impact."

# Judges' Special Awards

## WINNERS

### The Big Exchange

"The Big Exchange has a strong inclusivity element. Clearly linked with a strong ethical corporate purpose."

### Healthy Pets

#### *Improving the Customer Experience*

"Very strong entry. Good use of data and analysis. Uses external market data well. Helpful additional information."

### FirstHomeCoach

#### *Supporting First Time House Buyers Through Data*

"Excellent idea with strong customer engagement."

# About The Financial Services Forum

**Established in 2002, The Financial Services Forum is a membership community for financial services marketers.**

By becoming a Member of The Financial Services Forum, marketers join a community of like-minded, forward-thinking individuals. You can connect with your wider network, including competitors, and discuss current issues in a closed environment.

Members pay an annual subscription fee, which provides access to all events, online resources and webinars covering a range of disciplines for their whole team.

Our two Awards programmes are only a part of how we deliver value to our community. We run over 40+ events a year, inviting thought-leaders and experts to speak at our events and share knowledge.

We also have an online Knowledge Centre, a searchable hub of reports, research and whitepapers.

Becoming a Member of The Financial Services Forum is a commitment to striving for excellence in marketing, both as an individual, team and company. Which ultimately, is a commitment to doing better for the customer.

**For more information, please contact:**

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## Online Membership

Individual access to our online Knowledge Centre, a searchable hub of relevant reports, whitepapers and research

Access to our core marketing webinars

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## Individual Membership

Access to our online Knowledge Centre

Access to all of our webinars, live events and seminars

Invitations to our exclusive CMO events

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## Team Membership

An individual subscription for you (Head or Director of Marketing) and 6 members of your team

Access to all of our webinars, live events and seminars

Invitations to our exclusive CMO events

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## Corporate Membership

An individual subscription for you (Head or Director of Marketing) and 12 members of your team

Access to all of our webinars and live events and seminars

Invitations to our exclusive CMO events

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## Practitioner Membership

For agencies, consultancies, PR companies and software businesses.