



## Categories & entry questions

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## Open for entry

### Best Customer App

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

Entrants should be able to demonstrate customer engagement with the app and that it is helping to drive business efficiencies. Evidence of internal KPIs and- data on customer use will be helpful for the judges.

1. Please briefly describe what your app does (100 words max)
2. What is unique about it? (50 words max)
3. How has it benefited the customer? (100 words max)
4. How do you see your app developing over the next five years? (100 words max)
5. Please provide evidence of success such as KPIs and/or financial performance. (200 words 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 or a senior level colleague. *(max 50 words per statement)*

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### Best Use of AI

This category is open to UK insurers, brokers, MGAs and insurance partners adding value via artificial intelligence.

Entrants should be able to demonstrate how artificial intelligence has been utilised in areas such as enhancing customer service, driving marketing initiatives, new product development 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 AI proposition helped your customers' experience and/or improved performance in your own business? (100 words max)
2. What is unique about it? (50 words max)
3. How has it helped your business gain a competitive advantage? (100 words 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 words 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 or a senior level colleague *(max 50 words per statement)*.

### **Best Use of Technology for Customer Experience**

This category is open to UK insurance companies, FCA regulated brokers, 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 success.

1. Who was the technology targeted at? (50 words max)
2. What problem was it solving? (100 words max)
3. Why was it a success? (100 words max)
4. Please provide evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners. (200 words max)

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

Testimonials from end clients can be included to support your entry but are not essential (50 words per statement)

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### **Best Use of Technology for Customer Experience – Claims**

This category is open to UK insurance companies, FCA regulated brokers, 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 success.

1. Who was the technology targeted at? (50 words max)
2. What problem was it solving? (100 words max)
3. Why was it a success? (100 words max)
4. Please provide evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners. (200 words max)

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

Testimonials from end clients can be included to support your entry but are not essential (50 words per statement)

### **Data Analytics Excellence Award**

This category is open to UK insurers, brokers, MGAs and insurance partners that add value to insurance process and purchasing journeys using data analytics.

Entrants should be able to demonstrate how data analytics or data enrichment has 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 analytics proposition helped your customers' experience and/or improved performance in your own business? (100 words max)
2. What is unique about it? (50 words max)
3. How has it helped your business gain a competitive advantage? (100 words 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 words 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 or a senior level colleague (50 words per statement)

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### **Fraud Technology Solution of the Year**

This category is open to insurers, brokers, service providers, MGAs and organisations that have used technology to create a solution to specifically address fraud issues. Firms that have worked in partnership on a fraud technology solution can also enter here.

Judges will be looking for forward-thinking approaches and clear results and will be particularly interested in those that can demonstrate a wide and beneficial impact. While entrants must be able to demonstrate positive results over the last 15 months (since January 2022), the technology itself might have been implemented earlier.

1. Please briefly describe your fraud technology solution (100 words max)
2. Who were the target beneficiaries? (50 words max)
3. When did it launch? (50 words max)
4. What is unique about it? (50 words max)
5. How does it meet your company objectives? (100 words max)
6. How has it given you a competitive advantage? (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 your customers or Managing Director/senior level colleague (50 words per statement).

### **Insurance Startup Award**

This category is open to all UK B2B and B2C startups (launched since 1 January 2020) able to demonstrate that they have won over their clients/customers.

Judges will look for concepts and initiatives that have helped to achieve efficiencies or enhance customer service. Innovation and original business ideas will be looked upon favourably. Client/customer testimonials will also be welcome.

1. Please describe when your startup began and what it does (100 words max)
2. What is unique about it? (50 words max)
3. How has it benefited the customer? (100 words max)
4. Where do you see your startup in five years' time? (100 words max)
5. Please provide evidence of success such as KPIs and/or financial performance. (200 words 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 or a senior level colleague (50 words per statement).

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### **Insurer Innovator of the Year *sponsored by Oxbow Partners***

This category is for UK-based insurance companies that have demonstrated success in partnering with or creating new insurtechs or investing into startups or scaleups. Judges will expect to see tangible output from the new venture activity and evidence of the impact had on the wider insurance market.

1. Please briefly describe what your innovation does (100 words max)
2. What is unique about it? (50 words max)
3. How has it benefited the customer? (100 words max)
4. Where do you see this proposition developing over the next five years? (100 words max)
5. Please provide any evidence of success such as KPIs and/or financial performance. (200 words max)

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

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

### **Internet of Things Breakthrough Award**

This category is open to UK brokers, insurers, MGAs or suppliers that are using or tapping into the Internet of Things to create impactful insurance solutions.

Self-driving vehicles, telematics and connected home and business technologies are continually transforming the insurance landscape. Judges will be particularly interested in entries that can demonstrate innovation and/or a tangible and lasting impact on their customers.

1. Please briefly describe what your IoT breakthrough does (100 words max)
2. What is unique about it? (50 words max)
3. How has it benefited the customer? (100 words max)
4. Where do you see this proposition developing over the next five years? (100 words max)
5. Please provide any evidence of success such as KPIs and/or financial performance. (200 words max)

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

Please provide any customer testimonials (50 words per statement).

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### **Risk Management Technology of the Year**

This category is open to UK insurers, brokers, MGAs and suppliers that have introduced standout risk management technology since January 2022.

Judges will be looking for creative thinking and innovation in the risk management arena and will be particularly interested to hear from firms that have devised a proposition around a new risk, or have 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 and/or its approach? (100 words max)
3. How does the technology give users a better understanding of the risk(s) it models? (100 words max)
4. Please provide evidence that shows how the model has helped clients identify and mitigate risk. (200 words max)

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

Please provide testimonials from customers and/or a statement from the managing director or senior level colleague (50 words per statement).

### Technology Innovation of the Year

This category is open to smart, forward-thinking FCA regulated brokers, MGAs and insurers operating in the UK, as well as their technology partners/providers.

Judges will look for evidence of pioneering and compelling technology innovations that have won over customers, enhanced internal working practices or 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 15 months (since January 2022).

1. Please briefly describe your technology innovation (100 words max)
2. Who were the target beneficiaries? (50 words max)
3. When did it launch? (50 words max)
4. What is unique about it? (100 words max)
5. How does it meet your company objectives? (100 words max)
6. How has it given you a competitive advantage? (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 your customers or Managing Director/senior level colleague (50 words per statement).

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### Technology Partner of the Year

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

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

1. Please describe the purpose of the partnership (100 words max)
2. What made it a success? (100 words max)
3. Please provide evidence of success such as KPIs that were met successfully for yourself and/or enhanced performance of your partners? (200 words max)
4. Please provide a testimonial from the insurer, broker or MGA Partner (50 words max)

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

Please provide any additional testimonials from your customers or Managing Director/senior level colleague (50 words per statement).

## Nomination only

### **Best Insurer Extranet**

This category is for UK insurer extranet platforms that have reached new heights of excellence in eTrading for the broking community.

**Please note, this category is not open for entries.** The shortlist will be selected by the Insurance Times editorial team from the results and findings of the *'Five Star Rating Report: ETrading'*. All shortlisted companies will be invited to present (virtually) to our expert panel of judges on Tuesday 8 August and the winner will be revealed at the awards ceremony on 21 September.

### **Best Insurer via eTrading Platform**

This category is for UK insurers placed on a software house system extranet that have reached new heights of excellence in eTrading for the broking community.

**Please note, this category is not open for entries.** The shortlist will be selected by the Insurance Times editorial team from the results and findings of the *'Five Star Rating Report: ETrading'*. All shortlisted companies will be invited to present (virtually) to our expert panel of judges on Tuesday 8 August and the winner will be revealed at the awards ceremony on 21 September.

### **Best MGA for Broker Service**

This category is for MGAs that have tapped into technology innovations and tools to provide an excellent and unique service for the broking community.

**Please note, this category is not open for entries.** The shortlist will be selected by the Insurance Times editorial team from the results and findings of the *'Five Star Rating Report: MGA Market'*. All shortlisted companies will be invited to present (virtually) to our expert panel of judges on Tuesday 8 August and the winner will be revealed at the awards ceremony on 21 September.

### **Technology Champion of the Year**

This award recognises an outstanding individual who is making their mark and has made a real difference to their customers and/or the organisation they work for.

**Please note, this category is not open for entries** but nominations are welcome and can be put forward for consideration by our expert judging panel. Please email [events@insurancetimes.co.uk](mailto:events@insurancetimes.co.uk) with the name of your nominee and tell us in a couple of paragraphs why you think this person deserves to be the Technology Champion of the Year.

The recipient will be revealed at the awards ceremony on 21 September.