



**Retail Banker:
London 2020 Awards
Information Pack**

Entering the Awards - Categories & Eligibility

The Retail Banking Awards 2020 will recognise winners in different categories that cover the retail banking sector.

Nominations are now open – deadline for entries is 5pm GMT on Friday 27th March 2020.

Send your completed nominations to daisy.hall@arena-international.com

Nominees should follow these simple guidelines to ensure their submission has the best chance of winning.

Submission Rules

1. Submissions can be made either on behalf of your own company or in recognition of a colleague or partner firm.
2. Maximum of 1,000 words in Word or PDF format, no appendices but photos within the document are fine.
3. Entry must address the award category explicitly, not generic links to web sites, corporate marketing etc.
4. Submissions should highlight the key differentiator and competitive nature of the project or implementation
5. It is made explicit the Entrant, Judges and the publication will treat any and all information in strict confidence and any quotes or information to go into the public domain will be pre-cleared by the Entrant.
6. Submissions made after the publicised cut-off date will be ignored irrespective of their relative merits.
7. The Editor and Judges reserve the right to make no award for any specific category
8. The Editor and Judges reserve the right to move a submission to a more appropriate category at their discretion
9. In submitting for more than one category the submissions must be unique (see 3)
10. The Editor and Judges' decision is final

The full list of awards categories and criteria for this year's awards can be found below.

Please note: *Whilst we recommend you to try to submit against as many of the criteria as possible, we appreciate that for some companies this may not be possible. The more you can respond against the stronger your application will be, but we would like to highlight that submitting against all criteria is not mandatory.*

Should you wish to discuss any element of the criteria or your submission in more detail, please contact Douglas Blakey (editor, Retail Banker International) on douglas.blakey@verdict.co.uk

The Award Categories and the eligibility for each are as follows:

Regional Awards:

- African Retail Bank of the Year
- North American Retail Bank of the Year
- European Retail Bank of the Year
- Middle East Retail Bank of the Year
- Latin American Retail Bank of the Year
- Asia Pacific Retail Bank of the Year

Awarded to the outstanding retail bank in the respective regions for outstanding consumer banking performance in the year to April 2020; the judges will look for evidence of creative thinking, innovation and demonstrable business benefits.

Global Awards:

Best Branch Strategy

Entrants should provide information relating to a successful branch strategy that maximises utilisation of the branch, optimises customer service, productivity and budget.

Best use of Online Banking

Submissions should demonstrate the bank's success in growing online banking use within a secure network with demonstrable success in meeting and exceeding business goals. Criteria will include improvements in customer experience, security and fraud management and increased revenue.

Best Mobile Banking Strategy

Awarded to the bank displaying an innovative m-banking programme delivering measurable business goals such as m-banking penetration and engagement rates. Entrants may provide information relating to improvements in customer experience, security, and functionality and successfully overcoming implementation risks

Best Payment Innovation

Awarded to the bank launching a payment project that has achieved measurable bottom line success such as customer adoption, retention and market share.

Best use of Digital Marketing and Social Media

Awarded to the bank displaying evidence of inter alia: successful marketing campaigns utilising social media; increased customer engagement; successful use of social media as a customer service tool; customer needs analysis; social media as a distribution channel

Best use of Data Analytics

This category recognises excellence in data and analytics technology by a bank to drive to drive best-in-class initiatives to deliver a demonstrable return on investment

Best Customer Facing Technology

Awarded to a bank that can best demonstrate how an innovation, via digital or physical means has resulted in an improvement in customer experience or speed of transaction with the end customer directly interacting with a new use of technology

Best Digital Strategy

Awarded to the bank that has best used digital to increase connectivity with customer's employees and suppliers; other examples may include successful deployment of a digital strategy to improve sales, product design and pricing and fostered innovation across products and business models.

Best IT Transformation

Awarded to the bank that best demonstrates how an IT project has optimised planning processes as well as simplified and automated management within the bank, resulting in a return on the bank's IT investment.

IT Innovation of the Year

Awarded to the bank demonstrating that an IT project has been delivered on time and within budget and has given the bank measurable productivity gains and at a lower cost than the outgoing system.

Product Innovation of the Year

A product launch that has enabled the bank to increase sales to new and existing customers utilising marketing channels both traditional and emerging and captures the judges' imagination for its novelty factor.

Most Disruptive Innovation of the Year

A product or customer service innovation that has altered the local retail banking marketplace by capturing market share within the first year of launch

Best Non-Bank Competitor

Awarded to the non-bank competitor that has launched a financial services product or service in the past 12 months that is already disrupting the market by demonstrable winning away market share from established financial institution.

Retail Banking Launch of the Year

Awarded to the outstanding banking start-up that has demonstrated speed-to-market with consideration to the banking start-up's IT strategy, segmentation strategy, security and regulatory compliance

Retail Banking Security Innovation of the Year

RETAIL BANKER INTERNATIONAL

A project that demonstrates successful avoidance of operational risk and the ability to prevent examples of calculable fraud or other risks to the bank's systems

Best Service Innovation

Awarded to the bank has delivered outstanding customer service as a result of an innovation, digitisation or cultural change within the organisation

Excellence in Customer Centricity

Awarded to a bank that can best demonstrate how an innovation, via digital or physical means has resulted in an improvement in customer experience or speed of transaction with the end customer directly interacting with a new use of technology

Editor's Awards:

- Global Retail Bank of the Year
- Retail Banker of the Year

To enter the awards, simply fill in the awards entry form which can be downloaded on the Retail Banking: London 2020 Website.

Additional Details

Please find below additional details with regards to the Awards. If you are looking for additional information that you cannot find here, please contact: Daisy Hall on daisy.hall@arena-international.com

Deadline

All entries must be received by **27.03.2020** (27th March 2020). Late entries will NOT be permitted.

Awards Entry

All entries must be submitted using the Awards entry form. Please make sure your form is complete and you have selected the categories that are most appropriate for your entry and also signed the authorisation declaration.

Awards Sponsorship & Table Hosting

The Retail Banker Awards provide the perfect platform to target industry leaders and influencers and showcase your products and services in an exclusive forum. Our awards allow you to ensure maximum return on investment and the opportunity to assert yourself as a leader within your industry.

If you would like to find out more about sponsorship opportunities at the awards, get in touch with Ray Giddings - Ray.Giddings@arena-international.com - who can advise which sponsorship opportunities are still available.

Awards Announcement

The Awards winners for 2020 will be announced at the awards ceremony in the evening of the Retail Banking: London Conference & Awards in London on 22nd April 2020. A general press release will be issued the following day. For more information on the conference please [visit our website](#).

Winners will receive a trophy at the awards ceremony and a digital winners badge following the event for marketing purposes.

Other

Entries received after the closing date cannot be included in the awards under any circumstances.

All material submitted as part of the awards will be maintained in the strictest confidence.

We reserve the right to allocate an entry to a different category or in more than one category if appropriate.