

## Service

The goal of the Service award for Credit Cards is to recognise the providers that have consistently delivered the highest quality of service to their customers – those that have provided services and information to actively remove the pressures of making financial decisions.

Our judging criteria are based on the aspects of service which Credit Card customers told us matter most to them. Using the form below, please provide evidence of the following, including any points of differentiation/USPs:

### Criteria

Submission – please include evidence

Accounts which include additional services e.g. The ability to be used overseas with no charges?

Clearly communicates with customers E.g. when an offer comes to an end?

Other services introduced to help make customers lives simple?

## Innovation

The goal of the Innovation award for Credit Cards is to recognise the providers that have innovated to improve the lives of their customers – those that have provided technologies / tools to make using that product simpler, more intuitive and time efficient. This could include product innovation e.g. apps and online experience, tools and tech.

Our judging criteria are based on the aspects of innovation which Credit Cards customers told us matter most to them. Using the form below, please provide evidence of the following, including any points of differentiation/USPs:

### Criteria

Submission – please include evidence

Tools and technology used to keep customers' card information secure and easily accessible?

Technology and tools used to make account management simpler e.g. online portal/ app?

Other innovations introduced to help make your customers lives simple?