

## Service

The goal of the Service award for Mortgages 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 Mortgage 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

Clearly communicates with customers e.g. When a customer's term is coming to an end?

Responsiveness of website and application designs across mobiles and tablet devices

Mortgage products available to those who other providers might deem ineligible (elderly, first time buyers with low deposit, freelancers etc.) as well as traditional lending to eligible customers?

Other services introduced to help make customers lives simple?

## Innovation

The goal of the Innovation award for Mortgages 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 Mortgage 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

Describe the innovations you have introduced to help make the process of getting a mortgage and the ongoing servicing of it, simple for customers