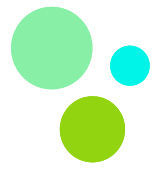


A large, vibrant teal circle is the central focus. To its left, a dynamic cluster of spheres in teal, white, and dark blue radiates outwards, creating a sense of movement and celebration. The text 'Insurance choice awards' is centered within the teal circle in a white, sans-serif font.

# Insurance choice awards

Celebrating the very best of the  
insurance industry, as decided by customers





# Introducing the Insurance choice awards

Since 2014, Smart Money People have been on a mission to help financial services companies deliver outstanding service by giving their customers a voice. As the UK's dedicated financial services review site, our unique platform helps us empower consumers to make more informed choices while enabling better business decisions for financial services companies.

That's why we started the Insurance choice awards, to find and recognise the very best of the insurance industry. Every year, insurance customers have their say to decide the best products that the insurance world has to offer.

Since we started the Insurance choice awards in 2016 we've seen fierce competition each year, from industry giants to InsureTech start-ups.

But what sets the Insurance choice awards apart is that it's the voice of the customer that counts. So if you feel you offer truly stand-out products and services and you want the world to know about it, take part in the awards. It's free to enter and it's your customer's reviews that will decide the winners.







# How do we judge the awards?

Simply – we don't. Unlike other industry events, Insurance choice awards winners are decided entirely by customer reviews, not by a panel of judges. Any eligible reviews left for your company on Smart Money People between the opening and closing dates will be counted.

To determine the winners, we factor in a wide range of the review data we receive, to give a comprehensive view of the companies and reflect broad customer opinion. The exceptions are the customer service and treating customers fairly categories, where winners are decided based on data captured for these specific questions (excluding partner awards).

It doesn't matter how big your company is and it costs nothing to take part – the awards come down to quality customer reviews, nothing more.





# Who runs the awards?

The Insurance choice awards are run by us, Smart Money People. We're the UK's most comprehensive financial services review site, with more detailed and in-depth insight than any other review site.

We give consumers a platform to write and read impartial reviews so they can feel confident in their financial purchases, while delivering data-driven insights to help companies better meet their customers' needs.

Founded in 2014, Smart Money People's mission is to help people and financial brands create better outcomes. The Insurance choice awards help to achieve this mission by acting as a symbol of excellence to both consumers and industry peers.

The Insurance choice awards are a core part of what Smart Money People do alongside our other awards - the British bank awards and the Consumer credit awards.







# Why take part?

The Insurance choice awards are a great way to show off how much your customers value you



## Receive recognition and build credibility

The awards are determined by the reviews of your customers, making them a unique seal of approval in the industry. They're the ultimate endorsement that your products and services are hitting the mark, and that the hard work of your people is paying off.

Winning an award gives your company credibility, particularly if you're new in the industry or looking to build trust amongst consumers. Our badges are highly coveted as symbols of excellence. Your company's reputation will also be boosted by the extensive marketing and publicity surrounding the awards.







### Access valuable customer insights

Using Smart Money People's platform, you get first-hand access to the honest feedback of your customers on an independent and impartial platform.

By understanding what your customers think and say about your company, you can turn your reviews and award votes into a valuable learning opportunity that can be fed into your business plans. All reviews we receive throughout the year (including those during the awards period) are available for you to view on our dashboard. You'll also be able to access essential Consumer Duty data.



74%\*

of consumers read reviews before considering a switch to a new financial provider



84%\*

say it's important that others have had a good experience before they buy a product or service



52%\*

of consumers who've left a review for a financial services provider have ended up with a better outcome



### Boost company morale and attract talent

Getting feedback from your customers that you're doing a good job is a great message to share with your employees.

It will motivate your existing people as well as help attract the stars of the future. Who wouldn't want to work for an award-winning company with products and services their customers love?



### Attend one of the most glamorous award evenings in the industry

Secure your spot for a night you really won't want to miss. Held at one of London's premier venues, the Insurance choice awards ceremony is an ideal networking opportunity and the chance to catch up with old colleagues and friends.



# Key dates



**Voting opens**  
7 July 2025



**Finalists announced**  
17 September 2025



**Voting closes**  
14 October 2025

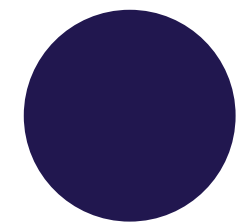
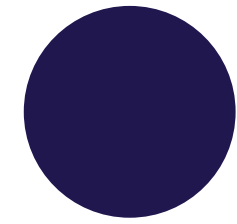


**Winners announced**  
6 November 2025





# How to take part



## **Claim your review page on Smart Money People**

Contact us to ensure you have access to your company's review account on Smart Money People, which is available for free. This allows you to interact with all the reviews you have and track how you're doing in the awards.

## **Confirm your entry in the awards**

Email us to confirm you want to take part in the awards (it's free to enter). Let us know the main contact for the awards, and send us your company logo so we can promote your involvement in the awards too.

We'll provide you with a suite of marketing collateral to enable a great awards campaign, including customisable marketing assets and a factsheet.







## Start your campaign

As our awards are determined through the ratings from the reviews we receive, the best way to get involved is to ask your customers to vote for you by leaving a review with us. We'll give you a personalised voting link so you can start collecting reviews straight away.

In the past companies have had great success when they have promoted they're participating in the awards, by sharing the voting link in the following ways:

### **Sending email campaigns**

either as a specific 'vote for us' email or within your newsletters and email signatures.



### **Adding the voting link**

to your website or app to make it as easy as possible for your customers to share a review.



### **Using social media**

to share posts and generate excitement.



### **Using the marketing collateral**

provided to give your customers more information about the awards.







### **Don't stop once the finalists are announced**

Once we announce the finalists, there's still several weeks left to keep asking your customers to vote for you by leaving a review. Keep sharing the voting link by sending emails, sharing social media posts and encouraging staff to tell customers about the awards.

### **Celebrate your achievements by attending the winners' gala event**

Our winners' gala event is an opportunity to share your success with other participants, and enables you to network at one of the best nights in the industry.

And, don't forget to share in the success by purchasing our badge licence package, which allows you to demonstrate your achievement to new and existing customers.







# The ceremony

Join us to celebrate the insurance industry's achievements and winners at our gala event.



## Venue

Plaisterers' Hall,  
London



## Date

6 November 2025



## Time

7pm – 1am



## Dress code

Black tie



To purchase your tickets, email:

✉ [events@smartmoneypeople.com](mailto:events@smartmoneypeople.com)





# FAQs

## **What is the voting process?**

Your company will need to register to take part and have a review page on the Smart Money People website. We'll give you a personalised link to provide to your customers, who can leave a review for your company in specific product categories. Customers can also leave a review directly via the Smart Money People website, leaving feedback on a product, which also counts as a vote.

## **Who can leave a review and vote?**

Customers who are UK residents over 18 are eligible to leave a review in all categories and will be entered into the prize draw. The only exception is for the 'Best motor insurance provider' category, where the minimum voting age is 16 years and over.

## **What personal data do we capture?**

We ask reviewers for a name and email address so we can validate reviews and get in touch with prize draw winners. We don't capture any account-specific information or share any data with third parties. And we're registered with the ICO with the code ZA190919.

## **How does the £1,000 prize competition work?**

We'll randomly select a winner from all customers who leave a valid review during the voting period. Our Terms and Conditions are available by visiting [smartmoneypeople.com/insurance-choice-awards/terms](https://smartmoneypeople.com/insurance-choice-awards/terms)

## **Can companies incentivise customers to leave a review?**

We work hard to keep the process fair, so we don't allow companies to incentivise their customers. These reviews will be removed from the overall ratings process.

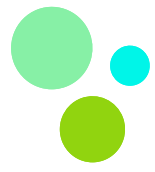
## **Are employees allowed to leave a review and vote?**

To keep the process fair, employees (or friends and families of employees) aren't allowed to leave a review for the company they work for (or competitors in the same category they're competing in).

## **Can a company enter more than one category?**

Yes – enter as many different categories as you're eligible for. But please do speak with a member of our team if you're unsure which to go for.





# Partnership opportunities

Our sponsorship packages are designed to deliver extensive marketing and business development value across a five-month period.

Sponsoring the Insurance choice awards generates brand exposure before, during and after the event. It's a great way of boosting your company's reputation within the industry.



## Partnership options

As well as the ability to sponsor a category in the awards, you can partner with us as headline sponsor, or sponsor an element of our awards celebration evening. If you can't see an option listed and would like to be involved in the awards, please contact us. We're very happy to accommodate bespoke requirements to match your objectives.

## Contact the team today

 [events@smartmoneypeople.com](mailto:events@smartmoneypeople.com)





# Award categories

## Five headline awards

- Best British insurance company
- Best British insurance broker
- Customer service champion
- Treating customers fairly champion
- Innovation of the year

## Ten insurer-specific awards

- Best motor insurance provider
- Best caravan cover provider
- Best cycle insurance provider
- Best home insurance provider
- Best landlord insurance provider
- Best pet insurance provider
- Best motorhome insurance provider
- Best specialist insurance provider
- Best travel insurance provider
- Best wedding insurance provider

## Two broker awards

- Best personal insurance broker
- Best commercial insurance broker

## Three partner awards

- Technology partner of the year
- Premium finance partner of the year
- Consultancy of the year





Our team is here to help make the  
Insurance choice awards 2025 a success for you.

If you have any questions, please get in touch:

 [events@smartmoneypeople.com](mailto:events@smartmoneypeople.com)

[smartmoneypeople.com/insurance-choice-awards](https://smartmoneypeople.com/insurance-choice-awards)



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