



Consumer credit awards

2025 factsheet



What are the Consumer credit awards?

- The Consumer credit awards are run by Smart Money People, the UK's most comprehensive 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.
- Now in their tenth year, we launched the Consumer credit awards to recognise the achievements of the credit industry – including loan providers, credit unions, credit information partners, retail finance and more. It's up to consumers to vote, making the awards both unique and a true endorsement of customer satisfaction.
- What sets the Consumer credit awards apart is that it's the voice of the customer that counts. So if you offer truly stand-out products and services and you want the world to know about it, take part in the awards. Remember, your customers' reviews will decide the winners.



When are the 2025 awards?

7 April

Voting opens.

25 June

We'll announce the finalists for each category.

15 July

Voting closes.

7 August

We'll announce the winners with a digital ceremony.



How can you take part?

- All you need to do is choose the category, or categories, that suits and let us know you're taking part this year. We'll check you've got access to your company page to see your reviews come in. Then get your campaign ready.
- There are specific categories for loan providers, credit brokers, car finance, financial support and many more. You can view a full list of the categories on [our website](#).
- When voting opens, you'll need to ask your customers to leave a review for you on Smart Money People. This counts as a vote. We'll give you a personalised voting link which makes it easy for your customers to vote for you. We'll support you throughout the voting campaign to make sure you get enough reviews to be a finalist.



How do we judge the awards?

- Unlike other industry events, winners are determined by the data from customer reviews, not a judging panel. Any eligible reviews left for your company on Smart Money People between the opening and closing dates will be counted.
- It doesn't matter how big your company is, the awards come down to quality customer reviews. We factor in a wide range of the review data we receive, to give a more comprehensive view of the companies and reflect the broader customer opinion. It's the customer who decides the winners.



Who runs the awards?

- The Consumer credit awards are run by us, Smart Money People. We're the UK's most comprehensive financial services 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 financial services customers feel confident in their buying choices. The Consumer credit awards help to achieve this mission by acting as a symbol of excellence to both consumers and industry peers.
- The Consumer credit awards are a core part of what Smart Money People do alongside our other awards - The British bank awards and the Insurance choice awards.

Quote from Smart Money People's CEO

If you're creating a blog or other promotional material to showcase your involvement in the Consumer credit awards feel free to use the following quote from **Smart Money People's CEO, Jacqueline Dewey**.

"Over the past year, consumers have continued to face challenges with the rising cost of living. These pressures have made it another demanding year for the credit industry. Now in their tenth year, Smart Money People's Consumer credit awards celebrate the companies that consistently go above and beyond. Thanks to the data from our reviews, these awards are a true reflection of customer experience and a mark of excellence in the UK credit industry. We can't wait to see who consumers decide as the winners in 2025."



Get in touch:
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