

Global SME Banking Innovation Awards 2022 - Evaluation Criteria

SME PRODUCT INNOVATION AWARDS

Belief statement

We believe that unique product features are what helps SME customers differentiate between various offerings and ensure stickiness in main business banking relationships. New product development is built on innovation and it is the value-add that drives continued engagement across all targeted segments. Increasingly, SMEs will choose products that are tailored to meet their needs and solve pain points from a financing, cash-flow management and payments perspective. These leading product initiatives are shaping the transformation of the industry and contributing to institutional performance.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of customer centricity of the innovation in new product/services features and value-add benefits Degree of automation, use of technology and digital capabilities powering the product/service etc. Acquisition capabilities through new SME sign-ups during the period in review
SME Client Experience	25%	<ul style="list-style-type: none"> Distribution model and ease of SME onboarding across all channels Impact on overall SME banking experience, satisfaction and advocacy Benefits and key selling features of the initiative
Financial and Market Performance	25%	<ul style="list-style-type: none"> Incremental impact on market share following launch of the relevant SME banking product Incremental impact on SME banking revenue and profitability per client Total transaction volume and values of the nominated SME product/services e.g., deposits mobilised, size of financing, outstanding card balances etc. Number of active users, average sign-ups per month and overall growth in SME customer base
Strategy	25%	<ul style="list-style-type: none"> Journey to introduce the product (challenge, opportunity, time to market, success) FI's internal success metrics and attainment of KPIs measuring business impact and outcomes Uniqueness of Initiative

SME SERVICE INNOVATION AWARDS

Belief statement

We believe that service innovation transforms the way SMEs interact with banks. The pandemic has necessitated all SME finance institutions to both rethink and accelerate their various service propositions. As we transition to a new-normal, value creation and customer centricity remains at the core of all SME service engagements. Extending cash management, trade and supply chain finance propositions to

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of customer centricity of the innovation in new services features and value-add benefits Service innovation reflects efficient processes, faster turnaround time delivered at reduced costs Innovation meaningfully addresses existing service gap in market
SME Client Experience	25%	<ul style="list-style-type: none"> A clear value proposition that addresses SME needs Impact on overall SME banking experience, satisfaction and advocacy Benefits and key selling features of the initiative
Financial and Market Performance	25%	<ul style="list-style-type: none"> Contribution to new revenue streams for the FI Incremental impact on SME banking revenue and profitability per client Demonstrated market disruption potential through significant market share capture or new customer segment acquisition
Strategy	25%	<ul style="list-style-type: none"> Journey to introduce the service (challenge, opportunity, time to market, success) FI's internal success metrics and attainment of KPIs measuring business impact and outcomes Uniqueness of service innovation as a first mover

DIGITAL INNOVATION AWARDS

Belief statement

We believe that digital innovation is fundamentally transforming how SME finance institutions are reaching out to small businesses and providing relevant products and services. Digital innovation is improving the way in which banks interact and engage with clients in the most seamless and accessible way. Leading digital initiatives are built on ability to connect SMEs with the right product sets and provide digital solutions in a fast, secure and consistent manner.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> The degree of process automation and integration of systems Scalability of the innovation and expected service enhancements Rationale behind the use of a particular technology driving the innovation
SME Client Experience	25%	<ul style="list-style-type: none"> Degree to which benefited its SME clients Impact on overall SME banking experience, satisfaction and advocacy Distinguishing features as evidence of innovation in terms of new concepts, technologies or thinking
Financial and Market Performance	25%	<ul style="list-style-type: none"> Incremental impact on market share following launch of digital innovation Digital innovation's contribution to operational efficiencies Size of the technology investment and realised return on investment (ROI)
Strategy	25%	<ul style="list-style-type: none"> Innovation addresses a business problem and contributes to the long-term strategic growth of the institution FI's internal success metrics and attainment of KPIs measuring business impact and outcomes Uniqueness of Initiative and degree to which digital innovation has improved the function and performance of institution

TECHNOLOGY AWARDS

Belief statement

We believe that technology has revolutionised how retail finance institutions operate and such innovation will continue to play an integral role in the strategic priorities of banks. Technology will shape SME client engagement while open up new revenue streams and brand engagement opportunities. Effectively, technology is the engine that drives bank transformation for the benefit of clients and through automation, advanced analytics and re-engineering of operational processes banks are able to imagine, design and offer innovative products & services contributing to sustainable operational performance.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> • Uniqueness of technology design, system functionality and level of integration across business vertical • Scalability of the technology initiative and expected service enhancements • Business case of using the particular technology in question
SME Client Experience	25%	<ul style="list-style-type: none"> • Benefits and value creation to SME clients from the use of this technology • Overall impact on SME banking satisfaction, recommendation and advocacy through its deployment • Benefits and key selling features of the initiative
Financial and Business Performance	25%	<ul style="list-style-type: none"> • Quantifiable impact on the business through its implementation and achievement of planned business targets • Financial metrics in terms of budget allocated for research, development and implementation and cost overruns if applicable • Size of the technology investment and realised return on investment (ROI)
Strategy	25%	<ul style="list-style-type: none"> • Journey of technology implementation project • FI's internal success metrics and attainment of KPIs measuring business impact and outcomes • Technical improvements the use of this particular technology has brought to the operations of the bank and how this is aligned with the FI's overall technology strategy

SERVICE PROVIDER EXCELLENCE AWARDS

Belief statement

We believe that vendors and technology service providers are instrumental in helping SME finance institutions drive digital transformation, improvement in client experience and enhancement of operational processes. Effective vendors can help SME finance players enhance their existing technology stacks through solution delivery and execution, platform and infrastructure development as well as expert advice on the application of emerging technologies. For this stream, we look at the ability of vendors to correctly assess the technical challenges faced by the bank, the execution of a particular technology solution to improve operations and workflows while helping the bank materially scale.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> • Scalability of the technology initiative and expected service enhancements • Degree of automation, use of technology and digital capabilities supporting financial institutions • Solution functionalities mapped against business issues and challenges
SME Client Experience	25%	<ul style="list-style-type: none"> • Benefits and key selling features of the solution that differentiates from peers • Impact on overall FI experience, satisfaction and advocacy • Client testimonies on vendor efficacy
Financial and Business Performance	25%	<ul style="list-style-type: none"> • Productivity and process efficiencies realised by the financial institution • Average size of the technology investment and realised return on investment (ROI) for FIs • Incremental impact on revenue or profitability through the deployment of solution
Strategy	25%	<ul style="list-style-type: none"> • Technical challenges involved in deploying the solution • Vendor's internal success metrics and attainment of KPIs • Uniqueness of solution

PEOPLE AND EMPLOYEE AWARDS

Belief statement

We believe that the most important asset of any institution are the leaders, executives and teams that comprise the organisation. Employees that are provided with the requisite platforms to grow, thrive and collaborate is what makes institutional achievements possible and "moon-shot" endeavours realisable. Furthermore, capacity building, talent development programmes and employee engagement activities fundamentally drive productivity and work experiences. SME players that provide workplace environments, which are accommodating, encourage diversity and have performance-based reward schemes set the standards for professional excellence.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Leadership Capability	33%	<ul style="list-style-type: none"> • Documented achievements of outstanding individuals that have personally championed ground-breaking initiatives, which have had a measurable impact on the overall performance of their institution.
Organisational Strength	33%	<ul style="list-style-type: none"> • Well-established track record of delivering results and ability to lead & develop high-performing teams. • SME employee engagement scores (if available), employee recognition programmes, staff physical health & mental well-being initiatives as applicable. • Impact on business performance, employee productivity and efficiency gains realised through staff skill development schemes. • Opportunities for external volunteer projects, sabbatical assignments, flexi-work arrangements etc.
Strategy	33%	<ul style="list-style-type: none"> • Clearly articulated vision, goals and objectives that have been instrumental in shaping the strategic direction of the business setting them apart from their peers in the industry.

COUNTRY AND REGIONAL AWARDS - BEST SME BANK AWARD

Belief statement

We believe that high-functioning SME banking institutions have progressed well in their digitisation and automation journey and have successfully introduced well integrated product and service platforms to support their SME customers. These banks are looking at new and faster ways to offer financing to address working capital and cash management needs of SME clients, while maintaining the quality of their SME loan book. They are also providing specialist access to nurture and grow SMEs across markets, sectors and segments.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of automation and digitisation of SME financing and digital onboarding Adoption of open banking practices and API-enabled platforms Digital payment capabilities and integration of digital POS management systems Utilisation of advanced analytics and alternative scoring models to assess credit worthiness
SME Client Experience	25%	<ul style="list-style-type: none"> SME banking client experience, satisfaction and advocacy Provision of beyond banking services and access to industry/sector specialists Number of steps on open an account, apply for a debit or credit card, E-KYC
Financial and Market Performance	25%	<ul style="list-style-type: none"> Total size and growth of cumulative SME financing and deposits Total gross revenue and fee income generated by SME banking business Number and growth of SME clients in the period under review Market share position based on SME financing and deposits % of Non-Performing Assets % of digitally active SME customers
Strategy	25%	<ul style="list-style-type: none"> Dedicated SME banking proposition FI's internal success metrics and attainment of KPIs Uniqueness of initiatives executed in the period under review Terms of pandemic response SME finance rescheduling scheme/programme

Note: Annual turnover of SME bank can range from is 0 to 50 Million USD.

COUNTRY AND REGIONAL AWARDS - BEST MICROFINANCE BANK AWARD

Belief statement

We believe that a high performing microfinance institution has effectively engendered financial inclusion and has successfully driven targeted product and service propositions to underbanked/unbanked customer segments. These institutions are addressing key financing gaps for micro-enterprises, while maintaining the asset quality of their loan book. Microfinance institutions are able to deliver basic financial services in a consistent, convenient and secure manner while balancing the competing needs for business growth and social impact.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of automation and digitisation of M-SME financing and digital onboarding Speed of micro-loan disbursement Digital payment capabilities and integration of digital POS management systems
Micro-SME Client Experience	25%	<ul style="list-style-type: none"> M-SME banking client experience, satisfaction and advocacy Provision of beyond banking services and access to skill formation and capacity building programs Retention rate of M-SME clients for micro-financing products
Financial and Market Performance	25%	<ul style="list-style-type: none"> Total size and growth of cumulative M-SME financing and deposits Total gross revenue and fee income generated by M-SME banking business % of Non-Performing Assets Number and growth of M-SME clients in the period under review Market share position based on M-SME financing and deposits
Strategy	25%	<ul style="list-style-type: none"> Dedicated M-SME banking proposition FI's internal success metrics and attainment of KPIs Uniqueness of initiatives driving financial inclusion Social performance and impact financing outcomes

Note: Annual turnover of Micro SME segment is 0 to 1 Million USD.

COUNTRY AND REGIONAL AWARDS - BEST SMALL BUSINESS BANK AWARD

Belief statement

We believe that high-functioning small business banking institutions have progressed well in their digitisation and automation journey and have successfully introduced well integrated product and service platforms to support their small business customers. These banks are looking at new and faster ways to offer financing to cash-hungry small business clients, while maintaining the quality of their SME loan book. They are also providing specialist access to nurture and grow small businesses across markets, sectors and segments.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of automation and digitisation of SME financing and digital onboarding Adoption of open banking practices and API-enabled platforms Digital payment capabilities and integration of digital POS management systems Utilisation of advanced analytics and alternative scoring models to assess credit worthiness
Small Business Client Experience	25%	<ul style="list-style-type: none"> SME banking client experience, satisfaction and advocacy Provision of beyond banking services and access to industry/sector specialists Number of steps on open an account, apply for a debit or credit card, E-KYC
Financial and Market Performance	25%	<ul style="list-style-type: none"> Total size and growth of cumulative SME financing and deposits by segment Total gross revenue and fee income generated by SME banking business by segment Number and growth of SME clients in the period under review by segment Market share position based on SME financing and deposits by segment % of Non-Performing Assets % of digitally active SME customers
Strategy	25%	<ul style="list-style-type: none"> Dedicated SME banking proposition FI's internal success metrics and attainment of KPIs Uniqueness of initiatives executed in the period under review Terms of pandemic response SME finance rescheduling scheme/programme

Note: Annual turnover of Small Business segment is 1 to 10 Million USD.

COUNTRY AND REGIONAL AWARDS - BEST BANK FOR MEDIUM SIZED ENTERPRISES AWARD

Belief statement

We believe that high-functioning banking institutions for medium sized enterprises are effective partners nurturing the growth of their clients to mid-market status. These banks are looking at new and faster ways to offering more sophisticated product and service solutions tailored to the unique needs of the client, while ensuring asset quality and efficacy of solutions from cash management to trade and supply chain finance. Client engagements are more strategic and customer journeys are designed to facilitate total banking relationships across geographies.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of automation and digitisation of SME financing and digital onboarding Adoption of open banking practices and API-enabled platforms Information management system integration Digital payment capabilities and integration of digital POS management systems Utilisation of advanced analytics and alternative scoring models to assess credit worthiness
Medium-Sized Enterprise Client Experience	25%	<ul style="list-style-type: none"> SME banking client experience, satisfaction and advocacy Provision of beyond banking services and access to industry/sector specialists Number of steps to open an account, apply for a debit or credit card, E-KYC
Financial and Market Performance	25%	<ul style="list-style-type: none"> Total size and growth of cumulative SME financing and deposits by segment Total gross revenue and fee income generated by SME banking business by segment Number and growth of SME clients in the period under review by segment Market share position based on SME financing and deposits by segment % of Non-Performing Assets % of digitally active SME customers
Strategy	25%	<ul style="list-style-type: none"> Dedicated SME banking proposition FI's internal success metrics and attainment of KPIs Uniqueness of initiatives executed in the period under review Terms of pandemic response SME finance rescheduling scheme/programme
Note: Annual turnover of Medium-Sized Enterprise segment is 10 to 50 Million USD.		

COUNTRY AND REGIONAL AWARDS - BEST SME BANK FOR WOMEN ENTREPRENEURS AWARD

Belief statement

We believe that SME banking institutions with dedicated product and service propositions targeting female entrepreneurs demonstrate superior portfolio quality, operational efficiency and productivity. These institutions are have developed their sustainable competitive advantage centred on women empowerment reflected in their business and social performance. They have extremely strong female employee engagement and borrower retention rates, registering effective outcomes for their women entrepreneur clients.

TDB Evaluation Criteria

Dimensions	Weights	Indicators
Innovation	25%	<ul style="list-style-type: none"> Degree of automation and digitisation of SME financing and digital onboarding Cheque processing via ATMs or mobile banking Extent of digitisation in terms of products, services and platforms offered to SME clients.
SME Client Experience	25%	<ul style="list-style-type: none"> SME banking client experience, satisfaction and advocacy Provision of beyond banking services and access to business and leadership training programs Retention rate of female clients for SME banking products
Financial and Market Performance	25%	<ul style="list-style-type: none"> Total size and growth of cumulative SME financing and deposits by gender Total gross revenue and fee income generated by SME banking business Number and growth of SME clients in the period under review by gender Market share position based on SME financing and deposits by gender % of Non-Performing Assets by gender % of digitally active SME customers by gender
Strategy	25%	<ul style="list-style-type: none"> Dedicated SME banking proposition for women entrepreneurs FI's internal success metrics and attainment of KPIs Uniqueness of initiatives executed in the period under review that resulted in women empowerment Organisational structure and staff led by women
Note: Annual turnover of SME bank can range from is 0 to 50 Million USD.		