



Private Banking Switzerland Awards 2018
Awards Information Pack

Following last year's success, Private Banking Switzerland Awards 2018 will take place on 12th December at the Marriott Hotel in Zurich, Switzerland.

This year companies can nominate in 14 categories. Full details of this year's categories and criteria can be found in this document.

Nominations are now open – Please send your completed nominations to PBSawards@compelo.com by **Friday 28th September at 5pm GMT**.

Nominees should follow these simple guidelines to ensure their submission has the best chance of winning.

Submission Rules

1. Submissions can be made either on behalf of your own company or in recognition of a colleague or partner firm.
2. Maximum of 1,000 words in Word format, no appendices.
3. Entry must address the award category explicitly, not generic links to web sites, corporate marketing etc.
4. Submissions should highlight the key differentiator and competitive nature of the project or implementation
5. It is made explicit the Entrant, Judges and the publication will treat any and all information in strict confidence and any quotes or information to go into the public domain will be pre-cleared by the Entrant.
6. Submissions made after the publicised cut-off date will be ignored irrespective of their relative merits.
7. The Editor and Judges reserve the right to make no award for any specific category
8. The Editor and Judges reserve the right to move a submission to a more appropriate category at their discretion
9. In submitting for more than one category the submissions must be unique (see 3)
10. The Editor and Judges' decision is final

The full list of awards categories and criteria for this year's awards can be found below.

Please note: Whilst we recommend you to try to submit against as many of the criteria as possible, we appreciate that for some companies this may not be possible. The more you can respond against the stronger your application will be, but we would like to highlight that submitting against all criteria is not mandatory.

Should you require further guidance on your entry please contact our Editor – Ronan McCaughey Ronan.McCaughey@verdict.co.uk

Good luck in your submissions!

Outstanding Customer Relationship Service and Engagement in Switzerland

Celebrating a private bank with an outstanding performance record in servicing wealthy clients, customer engagement and relationship management, the use of new technologies, social media and applications

Suggested performance criteria to include (where possible):

- Number of private clients
- Percentage of new clients in past 12 months
- Number of advisors/relationship managers/private bankers
- Please expand on the initiatives your institution has taken to enable successful customer relationship service and engagement, and why you deserve this award
- Please describe the competitive environment for this proposition, referring to similar peer initiatives, and describe why this offering stands out
- How do you plan to develop the service capability in the future?

Excellence in Customer Experience (Technology Provider)

This award recognises software and technology solution providers that enable private banks, family offices and wealth managers to offer a first-class customer experience to their clients.

The provider should be able to demonstrate how their technology / software solution has improved the client's private banking / wealth management experience. An example could be speeding up the process for the client.

The judges will particularly be looking for evidence that the software or technology innovation has improved the customer experience, for example, by increasing customer satisfaction scores.

Best Next Generation Offering in Switzerland

Celebrating an institution that is extending its product proposition effectively and successfully to engage the next generation of wealthy clients

Suggested performance to include (where possible):

- Number of private clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why?
- Please describe the competitive environment for this proposition, referring to similar peer initiatives, and describe why this offering stands out
- How do you plan to develop the service capability in the future?

Outstanding UHNW Offering in Switzerland

Celebrating an institution that is extending its product proposition effectively and successfully to satisfy the needs of the ultra high net worth clientele

Suggested performance to include (where possible):

- Number of private clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why?
- Please describe the competitive environment for this proposition, referring to similar peer initiatives, and describe why this offering stands out
- How do you plan to develop the service capability in the future?

Outstanding Philanthropy Proposition in Switzerland

Celebrating a private bank that is making a real contribution to their clients philanthropic' lives by enabling different ways of giving and establishing best practice

Suggested performance to include (where possible):

- Number of private clients
- Percentage of new clients in past 12 months
- Number of advisors/relationship managers/private bankers
- Please describe the service offering you are entering and why?
- Please describe the competitive environment for this proposition, referring to similar peer initiatives, and describe why this offering stands out
- How do you plan to develop the service capability in the future?

Outstanding Family Office Proposition in Switzerland

Suggested performance to include (where possible):

- Client assets under management
- Net new money
- Number of private clients
- Number of advisors/relationship managers
- Annual staff retention rate
- Please expand on your specific business model as well as retention strategy in Switzerland
- Please expand on the other strengths that enable your institution to excel and stand out in the Swiss family offices market (in no more than 250 words)
- Please expand on the important new initiatives you have launched in 2017 that strengthens your value proposition

Outstanding Wealth Management Technology Provider in Switzerland - Middle and Back Office (Vendor)

Celebrating a company that is making a real contribution to the efficiency and customer-centricity of the Swiss wealth industry through successful middle and back-end technology offerings

Suggested performance criteria for the region to include (where possible):

- Number of clients
- Percentage of new clients in past 12 months
- Number of advisors/relationship managers/private bankers
- Please describe your institution's wealth management technology platform and why it deserves this award? When was this platform launched and how have you developed this service in 2017?
- Kindly expand on what makes this technology platform stand out from its competitors

Outstanding Wealth Management Technology Platform in Switzerland (Bank)

Celebrating a private bank that has enhanced its digital platform offering successfully to empower its relationship managers as well as enable customer-centricity, client satisfaction, and increased overall efficiency

Suggested performance criteria for the region to include (where possible):

- Number of clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why? When was this product launched and how have you developed this service in 2017?
- Kindly expand on what makes this product stand out from its competitors
- How do you plan to develop the service capability in the future?

Outstanding Front-End Digital Solutions Provider (Vendor)

Celebrating a company that is making a real contribution to the efficiency and customer-centricity of the Swiss and Europe wealth industry through successful front-end digital offerings

Suggested performance criteria for the region to include (where possible):

- Number of clients
- Percentage of new clients in past 12 months
- Please describe the service offering you are entering and why? When was this product launched and how have you developed this service in 2017?
- Kindly expand on what makes this product stand out from its competitors
- Client recommendations/successful case study

Outstanding Boutique Private Bank in Switzerland

Celebrating the best among the smaller-sized, boutique private banks that are successfully serving wealthy clients in Switzerland

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on how being a boutique private bank is an advantage for you
- Please expand on your specific business model and client acquisition as well as retention strategy
- Kindly mention other strengths that enable your institution stand out in Switzerland

Outstanding Private Bank – Switzerland - International Players

Celebrating the best among the private banks in Switzerland that are successfully serving international wealthy clients

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on your specific business model and international clients acquisition as well as retention strategy in Switzerland
- Please expand on the other strengths that enable your institution to excel and stand out

Outstanding Private Bank – Switzerland- Domestic Players

Celebrating the best among the private banks in Switzerland that are successfully serving domestic wealthy clients

Suggested performance criteria to include (where possible):

- Client assets under management
- Cost/income ratio
- Net new money
- Number of private clients
- Number of advisors/relationship managers/private bankers
- Annual staff retention rate
- Please expand on your specific business model and domestic clients acquisition as well as retention strategy in Switzerland
- Please expand on the other strengths that enable your institution to excel and stand out

Most Innovative Private Bank / Wealth Manager of the Year

Open to any private bank / wealth manager that can demonstrate success in making a noteworthy contribution to the Swiss private banking and wealth management market.

- A provider that has helped advance private banking / wealth management using the latest technologies at the client interface level
- The private bank / wealth manager will need to clearly prove how its products and services are benefiting its clients - and improving its internal processes.
- Evidence must show the strategic objective(s). For example, the success to date in meeting the objectives; the results/outcomes

The Diversity Award

This award celebrates a private bank or wealth manager that has embraced diversity within its operations. Diversity refers to gender equality initiatives and / or efforts to boost ethnic diversity and engagement. It could also be viewed in the context of encouraging more young people into the private banking – wealth management sector

The judges will be looking for a project / initiative that has:

- Clear and measurable objectives
- Can demonstrate how they have embraced the principles of diversity within their operations
- The initiative should demonstrate a coherent and integrated approach
- Evidence that the initiative is improving business performance and customer service and engagement