

# Evaluation Criteria

The **Elets 2nd Insurance Innovation Awards** will be judged based on the following key criteria, customized for each category:

- **Innovation:** Evaluation of new ideas and creative solutions that drive organizational and industry progress.
- **Impact:** Measurement of tangible outcomes and benefits from initiatives and strategies implemented.
- **Scalability/Reach:** Assessment of the potential for growth and broader impact of products or services.
- **Ethics/Compliance:** Review of adherence to industry regulations and ethical standards in operations.
- **Customer Experience:** Analysis of engagement and satisfaction levels among customers.

## Judging Parameters by Category

MASTER CATEGORY	INNOVATION	IMPACT	SCALABILITY/REACH	ETHICS/COMPLIANCE	CUSTOMER EXPERIENCE	TOTAL
Master of Excellence in Insurance Leadership and Innovation	25%	30%	20%	15%	10%	100%
Master of Innovation in Insurance Technology and Digital Transformation	20%	25%	25%	15%	15%	100%
Master of Excellence in Technology Leadership and Innovation	30%	30%	20%	10%	10%	100%
Master of Operational Excellence and Strategic Leadership	20%	35%	25%	10%	10%	100%
Master of Digital Transformation and Innovation Leadership	25%	25%	20%	10%	20%	100%
Master of Cybersecurity Innovation and Resilience	20%	30%	25%	10%	15%	100%
Master of Excellence in Risk Management and Mitigation	25%	30%	20%	10%	15%	100%
Master of Marketing Innovation and Customer Engagement	30%	20%	20%	10%	20%	100%
Master of Customer Experience Excellence and Innovation	35%	20%	20%	10%	15%	100%
Master of Data-Driven Innovation and Analytics Excellence	20%	30%	25%	15%	10%	100%
Master of Distribution Strategy and Innovation	40%	20%	20%	10%	10%	100%



# Judging Parameters by Category

Master Category	Innovation	Impact	Scalability/ Reach	Ethics/ Compliance	Customer Experience	Total
Master of Claims and Underwriting Innovation	25%	15%	15%	35%	10%	100%
Master of Bancassurance Excellence and Innovation	20%	20%	15%	35%	10%	100%
Master of Product Innovation and Development Excellence	30%	20%	20%	10%	20%	100%
Master of Life Insurance Excellence	20%	15%	15%	10%	40%	100%
Master of General Insurance Excellence	40%	20%	20%	10%	10%	100%
Master of Motor Insurance Excellence	20%	25%	20%	25%	10%	100%
Master of Health Insurance Leadership	20%	20%	20%	20%	20%	100%
Master of Travel Insurance Innovation	35%	25%	20%	10%	10%	100%
Master of Commercial and Business Insurance	20%	25%	15%	30%	10%	100%
Master of Crop and Agricultural Insurance	30%	20%	15%	15%	20%	100%
Master of Reinsurance Excellence	20%	20%	25%	25%	10%	100%
Master of Insurance Technology for Specialized Sectors	25%	20%	15%	25%	15%	100%
Master of Sustainability in Insurance	20%	15%	15%	25%	25%	100%
Master of Innovation in Insurance Technology (InsurTech)	20%	30%	15%	15%	20%	100%
Master of Cloud Transformation in Insurance	25%	10%	15%	25%	25%	100%
Technology/ Solution Providers	20%	20%	20%	20%	20%	100%

*These percentages reflect the weighting of each parameter based on the unique focus of each category in the context of Insurance & Corporate Innovation.*