

HIGHLIGHTS: 2017 EFMA-ACCENTURE DISTRIBUTION & MARKETING INNOVATION AWARDS CEREMONY

VIDEO TRANSCRIPT

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Efma and Accenture present Distribution & Marketing Innovation Awards 2017, Rome 25 October.

The fifth edition.

800+ attendees onsite and online.

A total of 467 entries.

183 financial institutions from 59 countries.

70,000 + votes awarding 10 winners.

Hosts:

Vincent Bastid, EFMA CEO

Piercarlo Gera, Accenture FS Distribution & Marketing

Lukas Dzuroska, EFMA, Master of Ceremonies

Jim Marous, Digital Banking Report, Master of Ceremonies



Winners:

Phygital Distribution winner: Idea Bank

Customer Experience and Engagement winner: KBC Bank

New Business Ecosystem winner: MBank

Wallets & Payments winner: BarclayCard

Workforce Empowerment & Behavior winner: Intesa SanPaolo

Digital Marketing: DBS Bank

“Our mega trend from last year, bots, became, this year, a super mega trend, with a more business generation-oriented flavor”, Abrogio Terrizzano

“Digital technologies are changing customer behavior, and combined together, they are changing the fundamentals of the financial industry”, Roger Peverelli

“In the face of artificial intelligence and machine learning, we need a new radical humanism”, Tim Leberecht

Winners:

Big Data, Analytics & AI winner: Sberbank

Best New Product or Service:

Live nominee pitching

3500 + D-Day voters

Winner: DenizBank

Global Innovator Challenger Player: N26

Global Innovator Challenger Player: BBVA

Entries for the 2018 awards are now open: www.efma.com/innovations