



## Will Writing Firm of the Year - Online

The online Will writing community provide light touch consumer focused technology to enable consumers to write their Wills without the need for interaction or intervention.

In their relative infancy pre-pandemic and brought to prominence as a result of the lockdown restrictions, online Will writing businesses have developed into sustainable, maturing businesses, providing reassurance to many thousands of people.

This brand new for 2023 category recognises the growing prominence and role of online Will writing businesses in the sector. The winning submission will demonstrate how the business has invested in technology and people to deliver a best-in-class solution; combining the delivery of high levels of skills and technical ability with commercial success.

Given the rise in contentious matters, the winning firm will demonstrate robust risk management processes around client protection.

### Criteria

The winner of this award will:

- demonstrate extensive development and progress as an online Will Writing business within the last year, including, but not limited to: strategy, growth, financial performance, technology and innovation, and service delivery
- demonstrate how a culture of excellence creates a balance between purpose and profit.
- demonstrate excellence in service delivery alongside risk mitigation process and protocols to protect clients.
- evidence of active engagement with community and/or corporate initiatives.
- demonstrate a clear approach to technology, IT security and cyber-crime prevention.

Where possible, provide evidence of reviews/recognition/ testimonials/recommendations.