



2nd November 2015

AIB recognised at Global Banking Innovation Awards

- **One in six mortgage applications now go through the new eMortgage Channel**

Allied Irish Banks, p.l.c, (“AIB”) has won the Customer Experience award at the prestigious Efma and Accenture Global Banking Innovation Awards in the Netherlands.

AIB was recognised for eMortgage, the first digitized end-to-end mortgage offering in the Irish market, which enables customers to complete applications, obtain loan approval and upload and sign documents online.

Efma, an association of 3,300 retail financial services companies in more than 130 countries, and Accenture, a global management consultancy, announced the winners of their third annual Global Distribution & Marketing Innovation Awards for financial services in Amsterdam last week.

AIB Head of Mortgages Jim O’Keeffe said: “The eMortgage solution has had a significant positive impact for our customers. It is unparalleled in terms of customer convenience and the online interface has been designed to ensure an excellent customer experience at all stages of the process. AIB is receiving one in six mortgage applications through the new eMortgage Channel, well ahead of early expectations.”

The awards recognise financial services firms for the most innovative projects and initiatives in distribution and marketing.

More than 200 financial institutions from 59 countries submitted 500 case studies of innovations within 10 categories. The winners were selected by a combination of votes from a panel of judges comprised exclusively of senior retail bankers from around the world and online votes from Efma members.

“Innovation is the only way for banks to succeed in an industry that is undergoing a profound transformation, and it’s interesting to note that since we launched this award program, many of the innovators recognized by these awards in previous years were from emerging markets,” said Piercarlo Gera, global managing director of Accenture Distribution and Marketing Services. “This new breed of banks is made of players that invest in digital innovation and are making real impact in terms of customer experience enhancement.”

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