

JUDGES UNDER THE SPOTLIGHT



Graham Filmer
Director
Rocket Performance



Oliver Mackaness
Director
Billing Finance



Jo Davis
Partner
Auxillias

Q: What does it mean to you to be a judge for the Car Finance Awards?

GF: It's a privilege that I hope recognises my breadth of experience and a chance to champion best practice and innovation in a rapidly changing marketplace.

OM: It means a lot and makes me happy to look at the best in our industry.

JD: There is so much innovation, agility and transformation in the industry and to be part of the judging process is a huge privilege. It gives me an insight into the sector like no other. It's highly rewarding and I love hearing about new initiatives from companies that are so proud of the work they do.

Q: What are you looking for in a winning entry?

GF: Clarity and evidence.

OM: Original ideas and particularly how businesses have looked after their customers and staff during the pandemic.

JD: For me, two things stand out. 1) A focus on what makes a business exceptional - ie businesses that go above and beyond in the work and the value they deliver for their clients -

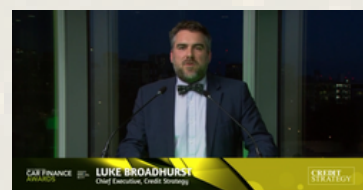
and how this differentiates them from others in the market. And 2) evidence. Anyone can say they are good at something, but it is cold hard facts that prove it. I look for figures and that could be anything from actual growth figures to customer satisfaction percentages. This, coupled with testimonials and case studies which bring what businesses do to life, make a real difference.

Q: If you were to give only one tip to all entrants, what would that be?

GF: As they said in school exams 'read the question, answer the question' and always have it proofed by someone who does not know your business!

OM: Be concise and give evidence!

JD: Plan ahead and start early. It's no good leaving it to the last minute otherwise you'll rush it, leave out crucial elements by mistake and not present your business in its best light. Also, if you leave yourself enough time, you can get your entry in by the deadline which always helps!



2020 Car Finance Awards ceremony

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