



THE MASTERCARD FOUNDATION CLIENTS AT THE CENTRE PRIZE

Judging Criteria

Criterion	Description	Proportion of overall score (%)
Client centricity	<p>Does the applicant reveal a good understanding of client needs, behaviors, and aspirations, and does the organisation outline a client-focused delivery or approach?</p> <p>Are client voices effectively influencing decision-making?</p> <p>Are feedback loops/mechanisms effectively used?</p> <p>Does the application describe how the organisation is providing true value to target clients?</p> <p>Does the application articulate which client segments are targeted and why?</p> <p>Is the organisation's solution facilitating something important in client's lives?</p>	30
Definition and evidence of success	<p>How does the applicant describe and measure client centricity internally?</p> <p>What are the client-focused metrics?</p> <p>How do these metrics reflect a true change in business processes and practices?</p> <p>What progress has been made towards these metrics?</p>	20
Novelty	<p>How is the applicant's initiative unique compared to others in their specific market and geography?</p> <p>How is the applicant's initiative serving customers differently?</p>	20
Long-term industry, impact, sustainability and scalability	<p>Does the applicant document the ability to deliver a sustained impact and benefit a large number of low-income clients?</p> <p>How can the initiative described have an impact in the financial services industry as a whole?</p>	15
Understanding of market and context	<p>Does the applicant describe how their organisation offers something that is relevant and competitive in their market?</p> <p>Is the organisation's evidence of success and long term goals practical for the market in which they operate?</p> <p>How does the applicant take into account the financial, technological, and cultural constraints that exist in the organisation's target markets?</p>	15