



L&G announces winners of 15th annual Business Quality Awards

- The awards celebrate firms, advisers and networks who have delivered outstanding customer outcomes
- 15 award category winners were announced, including for the new 'Best Claims Performance' category

L&G has announced the winners of its 15th annual [Business Quality Awards](#), recognising firms and advisers who have delivered exceptional customer outcomes and strong retention of business. This year, the awards were held at the ICC Birmingham on 1st July and hosted by author and comedian, Dominic Holland.

L&G received 75 entries across its submission-based categories, recognising excellence in customer service, claims support, innovation and long-term care. The new 'Best Claims Performance' category highlighted firms delivering outstanding support through the claims process, while the returning 'Hero in the Middle' category celebrated individuals who go above and beyond for their clients.

Keynote speaker James Shattock, L&G's MD of Protection and Retail Retirement, highlighted the industry's role in supporting customers throughout the protection journey, not just the paid claim. He pointed to L&G's strong claims performance, with a record Net Promoter Score of 81% in May 2026, alongside innovation such as its Electronic Pre-Sale Underwriting tool for firms and advisers, accessed 40,000 times since its April launch.

Julie Godley, L&G's Director of Intermediary, hosted a fireside chat with SBG account manager Toni Martin, exploring the value of protection through Toni's family's experience of serious illness. The conversation highlighted the empathy behind every claim and the vital role advisers play, alongside strong partnerships, in delivering meaningful customer outcomes.

New for 2026, L&G's Account Director, Wayne Holcombe, and Market Development Manager, Georgia Perkins, hosted a live podcast at the event on how advice, technology and people combine to improve customer outcomes, joined by Waddle Insurance's Nathan Wootton and L&C Mortgages' Sidney Wager.

The awards were independently assessed by L&G.

The winners of the 2026 Business Quality Awards are as follows:

Submission-based categories	
Outstanding Performance	Everywhen
Best Claims Performance	First Mortgage
Best Customer Retention	Fairstone Group
Customer Excellence - Firms	Cavendish Online
Customer Excellence - Networks	Mortgage Advice Bureau
Customer Excellence - Service Providers	Omni Protect
Consumer Duty	L&C
Protection Written in Trust	The Mortgage Group (NI) MAB
Outstanding Customer Outcome (Small Firm)	Business Protection Solutions (UK) Ltd
Outstanding Customer Outcome (Medium Firm)	Waddle
Outstanding Customer Outcome (Large Firm)	Future Proof Limited



Outstanding Customer Outcome (Network)	St James's Place
Outstanding Customer Outcome (Service Providers)	Paradigm Protect
Special Recognition	LifeSearch
Special Recognition	Embrace Financial Services
Special Recognition	Reassured Ltd
Special Recognition	Stonebridge
Special Recognition	Primis Mortgage Network / TMA
Special Recognition - Individual	Kelly Phillips - Omni Protect
Hero in the Middle	Aidan McMullan - Business Protection Solutions (UK) Ltd
	Romany Youell - Rosemount Financial Solutions (IFA) Ltd
	Naomi Jeffs - Waddle
	Lisa Kelly - LifeSearch
	Visham Jawahur - Rosemount Financial Solutions (IFA) Ltd
Best Supporting Account Manager	Russell Kennedy

James Shattock, Managing Director, Protection and Retail Retirement, L&G, said: “Protection is about more than paying a claim, it’s supporting individuals and families when they need it most. That’s why we’re proud to celebrate the exceptional work of firms and advisers at L&G’s 15th Business Quality Awards.

“This year, our new ‘Best Claims Performance’ category recognised firms that have gone the extra mile to support customers through the claims journey. These firms have shown incredible empathy, technical expertise and speed to deliver life-changing outcomes for people facing difficult circumstances.

“Our winners and finalists are setting the benchmark for delivering strong outcomes, and their insight and expertise continue to shape how we work with advisers to provide essential support at every stage of the customer journey.”

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.2 trillion in total assets under management (as at FY25) of which c. 43% (c. £0.5 trillion) is international. We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.1 million customers throughout their lifelong financial journeys.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and, wherever possible, in highly personalised ways.

As of FY25, our Workplace pension platform served 5.8 million members, with Workplace DC net flows of £6.2 billion. Retail annuity sales were £1.8 billion and lifetime mortgage advances (including retirement interest only mortgages) were £224 million. Our Retail Protection gross premium income was £1,546 million.

Further information

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