

Intellect Design Arena wins the prestigious AI for Financial Services Award at the UK's National AI Awards 2025

Recognised for pioneering deployment of multi-agentic AI digital experts through its market-leading Open business impact AI platform - Purple Fabric, transforming complaints handling for financial institutions

London, UK, November 18, 2025: [Intellect Design Arena Ltd.](#) today announces that it has won the AI Award for Financial Services at this year's National AI Awards held on 16th October 2025 in the United Kingdom.

The recognition celebrates Intellect's pioneering work in deploying enterprise-grade digital experts through its Purple Fabric platform, transforming complaints handling for a leading UK wealth management firm. The system leverages multiple specialised Digital Experts covering data ingestion, data gathering, investigation, and reporting, working together in synergy, to deliver faster, explainable, and compliant resolutions. The deployment is fully aligned with the Financial Conduct Authority's (FCA) Consumer Duty regulations in the UK. The solution has enabled case handlers to process complaints up to 10x faster, achieving over 80% SLA compliance and dramatically improving customer experience, thus demonstrating measurable business impact for financial institutions.

The National AI Awards were established to recognise excellence across the rapidly growing field of artificial intelligence. This year's ceremony was hosted by Zoe Kleinmann, Technology Editor at the BBC. Opening remarks from invited guests framed the evening as a showcase of the UK's global leadership in AI and a reminder of the unseen work that goes into building safe, ethical and transformative systems.



Expressing his views on the win, **Banesh Prabhu, CEO of IntellectAI** said, "Winning a globally recognised National AI Award for Financial Services is a profound honour. This achievement reaffirms Intellect's capabilities to build explainable, compliant, and human-centric AI experts that set new global standards for the future of financial technology and work. Our Purple Fabric platform, the world's first Open Business Impact AI platform, exemplifies how multi-agent systems act as digital experts to augment human operation with a digital workforce."

Fergus Bruce, CEO of The National AI Awards, praised the winners of this year's event and said: "This has been our most ambitious year yet, with nominees showing the full spectrum of how AI is reshaping industries. The winners in the business category embody leadership that combines innovation, responsibility and measurable impact. They are setting a standard for how AI can deliver commercial success while driving wider progress, and their achievements will inspire others to follow. Congratulations on raising the benchmark for the industry."

[About The National AI Awards](#)

The National AI Awards were launched to spotlight the remarkable advances and contributions in the field of artificial intelligence. Our mission is to honour the brilliant minds and innovative companies driving AI technology forward, making a profound impact across private & public sectors. Our awards recognise those at the forefront of developing AI technologies and enhancing AI capabilities. For more information, click here: <https://thenationalaiawards.com/>

About Intellect Design Arena Limited

Intellect Design Arena Ltd is a global leader in enterprise-grade financial technology, delivering composable and intelligent solutions to forward-looking financial institutions across 61 countries. With three decades of domain expertise, our product suite spans Wholesale Banking, Consumer Banking, Central Banking, Wealth, Capital Markets, Treasury, Insurance and Digital Technology for Commerce. Applying First Principles Thinking and Design Thinking, we have elementalised the financial services landscape into a finite set of Events, Microservices, and APIs, enabling faster, modular transformation with measurable outcomes.

At the heart of this are eMACH.ai, the world's most comprehensive, composable and intelligent open finance platform; Purple Fabric, the world's first Open Business Impact AI platform; and iTurmeric, our composable platform for seamless integration and configuration. We are a pioneer in applying Design Thinking, and our 8012 FinTech Design Centre, the world's first Design Centre dedicated to Design Thinking Principles, underscores our commitment to continuous and impactful innovation, addressing the ever-growing need for digital transformation. We proudly serve over 500+ customers worldwide, supported by a diverse workforce of solution architects and domain and technology experts in major global financial hubs. For more information, visit www.intellectdesign.com

IntellectAI offers a suite of contemporary artificial intelligence products and data insights triangulated from thousands of sources that take a strategic approach to tackling the biggest challenges for the wealth and insurance industries. Our underlying technology powers sophistication with simplicity, ensuring an engaging and insightful user journey. www.intellectai.com

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