

WeMoney Awards Program – Ratings & Methodology Criteria

2025 Business Awards – Expense & Tax Management

Name: 2025 WeMoney Business Awards – Expense & Tax Management

Key Dates:

Applications open: Monday, 06-May-2025
Applications close: Tuesday, 17-Jun-2025
Winners announced: Monday, 23-Jun-2025

Summary

The WeMoney Business Awards – Expense & Tax Management celebrate the best products, services, and innovators in the Australian market, offering outstanding value and service quality to businesses.

We use our knowledge and experience to identify those products and services that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Business Awards – Expense & Tax Management.

For applicants, a WeMoney Business Award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2025 Expense Tax Management Award Categories

Expense & Tax Management Award Categories
Expense & Tax Management Platform of the Year
Expense & Tax Management Platform of the Year (Small Business)
Expense & Tax Management Platform of the Year (Sole Trader)
Best for Innovation – Expense & Tax Management
Excellent Rates & Fees – Expense & Tax Management
Best for Value – Expense & Tax Management
Best for Quality – Expense & Tax Management
Best for Flexibility – Expense & Tax Management
Outstanding Customer Service – Expense & Tax Management

Award Methodology

Expense & Tax Management Platform of the Year

This award recognises the expense and tax management platform demonstrating exceptional overall performance across all aspects of business financial management, delivering outstanding affordability, comprehensive features, and superior customer experience to Australian businesses. Applicants were assessed based on pricing transparency, comprehensive features, user experience, platform reliability, and overall market leadership in expense and tax management solutions. The award is given to the provider with the highest weighted rating across the following categories:

- Comprehensive Feature Integration & Functionality
- Pricing Transparency & Competitive Value
- User Experience & Platform Reliability
- Security & Compliance Excellence
- Advanced Automation & Intelligence
- Scalability & Business Growth Support

Expense & Tax Management Platform of the Year (Small Business)

This award recognises the expense and tax management platform delivering the most effective solution specifically designed for small businesses with 2-50 employees, balancing comprehensive functionality with cost-effective pricing and simplified implementation. Applicants were assessed based on small business affordability, essential features, implementation simplicity, growth adaptability, and support accessibility tailored to small business needs. The award is given to the provider with the highest weighted rating across the following categories:

- Small Business Affordability & Value
- Essential Feature Completeness
- Implementation Simplicity & Speed
- Growth, Adaptability & Scalability
- Operational Efficiency & User Management
- Support Accessibility & Training Resources

Expense & Tax Management Platform of the Year (Sole Trader)

This award recognises the expense and tax management platform providing the most streamlined and cost-effective solution for individual business operators, emphasising simplicity, mobile functionality, and sole trader-specific features. Applicants were assessed based on individual-focused pricing, simplified workflow design, mobile-first capability, tax optimisation features, minimal complexity setup, and dedicated sole trader support. The award is given to the provider with the highest weighted rating across the following categories:

- Individual-Focused Pricing & Value
- Simplified Workflow Design & Ease of Use
- Mobile-First Capability & Accessibility
- Tax Optimisation & Compliance Support
- Minimal Complexity Setup & Onboarding
- Individual Support & Educational Resources

Best for Innovation – Expense & Tax Management

This award recognises the expense and tax management platform demonstrating the most creative and forward-thinking approach through innovative technological features and unique business solutions that advance the industry. Applicants were assessed based on technological innovation, process innovation, automation capabilities, integration innovation, user experience breakthroughs, and business solution innovation that delivers genuine value to users. The award is given to the provider with the highest weighted rating across the following categories:

- Technological Innovation & AI Implementation
- Process Innovation & Workflow Automation
- Advanced Integration & Connectivity
- User Experience Breakthroughs
- Business Solution Innovation
- Future-Ready Technology Adoption

Excellent Rates & Fees – Expense & Tax Management

This award recognises the expense and tax management platform offering the most competitive and transparent pricing structures with minimal fees and exceptional value for Australian businesses. Applicants were assessed based on pricing transparency, competitive monthly rates, volume benefits, transaction cost excellence, value inclusions, and long-term affordability across all business sizes. The award is given to the provider with the highest weighted rating across the following categories:

- Pricing Transparency & Fee Structure
- Competitive Monthly Rates & User Costs
- Volume Benefits & Enterprise Pricing
- Transaction Cost Excellence
- Value Inclusions & Setup Benefits
- Long-term Affordability & Contract Terms

Best for Value – Expense & Tax Management

This award recognises the expense and tax management platform delivering the optimal balance of comprehensive features, competitive pricing, and exceptional support to maximise return on investment for businesses. Applicants were assessed based on feature-to-price ratio, implementation value, ongoing support value, flexibility, and demonstrated ROI across the total cost of ownership. The award is given to the provider with the highest weighted rating across the following categories:

- Feature-to-Price Ratio & Functionality Value
- Implementation Value & Onboarding Support
- Ongoing Support Value & Resources
- Flexibility Value & Adaptability
- Integration Value & Ecosystem Benefits
- ROI Demonstration & Business Impact

Best for Quality – Expense & Tax Management

This award recognises the expense and tax management platform demonstrating superior performance, accuracy, and reliability through exceptional processing quality, platform stability, and comprehensive feature excellence. Applicants were assessed based on processing accuracy, platform reliability, security excellence, reporting quality, feature completeness, and user experience quality that consistently exceeds industry standards. The award is given to the provider with the highest weighted rating across the following categories:

- Processing Accuracy & Data Reliability
- Platform Reliability & Performance
- Security Excellence & Compliance
- Reporting Quality & Analytics
- Feature Completeness & Functionality
- User Experience Quality & Interface Design

Best for Flexibility – Expense & Tax Management

This award recognises the expense and tax management platform offering the most adaptable solution that accommodates diverse business needs, requirements, and growth scenarios through comprehensive customisation and configuration options. Applicants were assessed based on customisation options, business model adaptability, scaling flexibility, integration flexibility, workflow customisation, and payment and pricing flexibility. The award is given to the provider with the highest weighted rating across the following categories:

- Customisation Options & Configuration
- Business Model Adaptability & Multi-Entity Support
- Scaling Flexibility & Growth Accommodation
- Integration Flexibility & Connectivity Options
- Workflow Customisation & Process Adaptation
- Payment & Pricing Flexibility

Outstanding Customer Service – Expense & Tax Management

This award recognises the expense and tax management platform delivering exceptional customer service through responsive support, expert guidance, and superior customer experience throughout the entire user journey. Applicants were assessed based on support accessibility, response quality, educational support, proactive service, support specialisation, and customer satisfaction metrics that demonstrate commitment to customer success. The award is given to the provider with the highest weighted rating across the following categories:

- Support Accessibility & Multi-Channel Availability
- Response Quality & Problem Resolution
- Educational Support & Training Resources
- Proactive Service & Account Management
- Support Specialisation & Expertise
- Customer Satisfaction & Retention Metrics

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each expense & tax management provider and available products, assessing important factors, such as:

1. Affordability & Fees

The independent judging panel examines each expense & tax management provider based on their fee structure, pricing transparency, and service costs. This includes a detailed assessment of all potential costs incurred by businesses throughout their journey with the platform, from initial setup to ongoing monthly charges and additional feature costs. Applicants are compared based on how their fees compete relative to industry benchmarks and how well they communicate pricing to customers.

- Account Activation & Setup Fees
- Monthly Service Costs & Pricing Structures
- Transaction & Invoice Processing Fees
- International Transaction & Currency Conversion Fees

2. Flexibility & Features

The independent judging panel examines each expense & tax management provider on the breadth and depth of features available to different business types and sizes. This includes a detailed assessment of core functionality such as expense tracking, tax management, payroll processing, and integration capabilities. Applicants are compared based on their ability to service various business scenarios and requirements.

- Bank Account Connectivity & Integration
- Automated Receipt Scanning & Expense Categorisation
- GST Tracking & BAS Lodgment Capabilities
- Payroll Processing & Superannuation Management

3. Customer Experience

The independent judging panel examines each expense & tax management provider on their onboarding process, support quality, and overall customer journey. This includes a detailed assessment of account opening procedures, documentation requirements, training resources, and ongoing customer support availability. Applicants are compared based on industry standards and customer expectations for business service providers.

- Online Account Opening & Documentation Requirements
- Training Resources & Formal Onboarding Programs
- Customer Support Channels & Response Times
- Dedicated Account Management Services

Scoring Methodology

Score Range	Description
0-4	Below industry standards and represents significant room for improvement.
5-7	Meets industry standards and demonstrates strong performance, though with some room for improvement.
8-10	Exceeds industry standards and customer expectations, with limited room for improvement.

Data Collection & Review Process

WeMoney collects data from Expense & Tax Management Platforms and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Expense & Tax Management Platforms. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of businesses. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

Award Eligibility

Providers were given 6 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Expense & Tax Management Platforms that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees, Flexibility & Features, and Customer Experience, among others, that broadly fall into the following 3 categories:

- Affordability & Fees
- Flexibility & Features
- Customer Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Affordability & Fees	• Account Activation & Setup Fees • Monthly Service Costs & Pricing Structures • Transaction & Invoice Processing Fees • International Transaction & Currency Conversion Fees	35%
Flexibility & Features	• Bank Account Connectivity & Integration • Automated Receipt Scanning & Expense Categorisation • GST Tracking & BAS Lodgment Capabilities • Payroll Processing & Superannuation Management	35%
Customer Experience	• Online Account Opening & Documentation Requirements • Training Resources & Formal Onboarding Programs • Customer Support Channels & Response Times • Dedicated Account Management Services	30%