

WeMoney Awards Program – Ratings & Methodology Criteria

2025 Business Awards – Credit Cards

Name: 2025 WeMoney Business Awards – Credit Cards

Key Dates:

Applications open: Monday, 06-May-2025
Applications close: Tuesday, 17-Jun-2025
Winners announced: Tuesday, 30-Sep-2025

Summary

The WeMoney Business Awards – Credit Cards 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 – Credit Cards.

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 Business Credit Card Award Categories

Business Credit Card Award Categories
Business Credit Card of the Year (Bank)
Business Credit Card of the Year (Non-Bank)
Best Premium Credit Card – Business
Best Frequent Flyer Credit Card – Business
Best Low Rate Credit Card – Business
Excellent Rates & Fees – Business Credit Cards
Best for Value – Business Credit Cards
Best for Quality – Business Credit Cards
Outstanding Customer Service – Business Credit Cards

Award Methodology

Business Credit Card Award Categories

Business Credit Card of the Year (Bank)

This award recognises the bank-issued business credit card demonstrating exceptional overall performance across all aspects of business credit provision, delivering outstanding value, innovation, and customer experience to Australian businesses. Applicants were assessed based on comprehensive product offerings, competitive pricing structures, digital banking excellence, customer satisfaction metrics, and overall market leadership in supporting business financial needs. The award is given to the provider with the highest weighted rating across the following categories:

- Competitive Interest Rates & Fee Structures
- Comprehensive Rewards Program & Benefits
- Digital Banking Platform Excellence
- Business Management Tools & Reporting
- Customer Service Quality & Accessibility
- Credit Limit Flexibility & Approval Processes
- Security Features & Fraud Protection
- Overall Product Innovation & Market Leadership

Business Credit Card of the Year (Non-Bank)

This award recognises the non-bank business credit card provider leading innovation in business financial services through technology-driven solutions, competitive offerings, and customer-centric service delivery that challenges traditional banking models. Applicants were assessed based on product innovation, digital platform capabilities, pricing competitiveness, customer acquisition success, and ability to deliver superior business credit solutions outside traditional banking structures. The award is given to the provider with the highest weighted rating across the following categories:

- Innovation in Product Design & Features
- Competitive Pricing & Fee Transparency
- Technology Platform Performance & Integration
- Customer Onboarding & Approval Speed
- Business Tools & Expense Management
- Customer Support Excellence
- Market Disruption & Growth Metrics

Best Premium Credit Card – Business

This award recognises the business credit card offering the most comprehensive premium benefits package, combining exclusive privileges, superior rewards earning potential, and enhanced business services for companies seeking top-tier financial solutions. Applicants were assessed based on premium feature comprehensiveness, exclusive benefit value, rewards program superiority, concierge services, and overall justification of premium positioning through exceptional value delivery. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Rewards Earning Rates & Redemption Value
- Exclusive Business Benefits & Privileges
- Concierge Services & Lifestyle Benefits
- Comprehensive Travel Benefits & Insurance
- Priority Customer Service & Relationship Management
- Credit Limit Flexibility & Spending Power
- Annual Fee Value Proposition

Best Frequent Flyer Credit Card – Business

This award recognises the business credit card providing the most valuable frequent flyer benefits, offering superior points earning potential, comprehensive airline partnerships, and travel-related features for businesses with significant travel requirements. Applicants were assessed based on frequent flyer program partnerships, points earning rates, travel benefit comprehensiveness, airline elite status offerings, and overall value for business travel expenses. The award is given to the provider with the highest weighted rating across the following categories:

- Frequent Flyer Points Earning Rates
- Airline Partnership Breadth & Quality
- Travel Insurance & Protection Benefits
- Airport Lounge Access & Travel Privileges
- International Transaction Fee Structure
- Points Transfer Flexibility & Options
- Business Travel Management Tools
- Companion Benefits & Upgrade Opportunities

Best Low Rate Credit Card – Business

This award recognises the business credit card offering the most competitive interest rates and cost-effective financing solutions, helping businesses manage cash flow efficiently while minimising borrowing costs and fees. Applicants were assessed based on interest rate competitiveness across all transaction types, fee minimisation, balance transfer offerings, and overall cost-effectiveness for businesses prioritising low-cost credit access. The award is given to the provider with the highest weighted rating across the following categories:

- Purchase Interest Rate Competitiveness
- Cash Advance Rate & Fee Structure
- Balance Transfer Rates & Promotional Offers
- Annual Fee Minimisation
- Interest-Free Period Length
- Late Payment & Penalty Fee Structure
- Overall Cost of Credit Transparency

Excellent Rates & Fees – Business Credit Cards

This award recognises the business credit card provider offering the most competitive and transparent pricing structure across all fees and charges, delivering exceptional value through minimal costs and clear, fair pricing policies. Applicants were assessed based on comprehensive fee competitiveness, interest rate transparency, international transaction costs, additional service charges, and overall commitment to fair and transparent pricing for business customers. The award is given to the provider with the highest weighted rating across the following categories:

- Annual Fee Competitiveness & Value
- Interest Rate Transparency & Fairness
- International Transaction Fee Structure
- Additional Cardholder & Service Fees
- Late Payment & Over-Limit Fee Policies
- Cash Advance Fee Competitiveness
- Fee Waiver Opportunities & Loyalty Benefits
- Overall Pricing Transparency & Disclosure

Best for Value – Business Credit Cards

This award recognises the business credit card delivering the optimal combination of competitive pricing, comprehensive features, and meaningful benefits that provide exceptional return on investment for business customers. Applicants were assessed based on cost-to-benefit ratio analysis, rewards program value relative to fees, included service comprehensiveness, and overall value proposition that maximises business returns while minimising costs. The award is given to the provider with the highest weighted rating across the following categories:

- Cost-to-Benefit Ratio Excellence
- Rewards Program Value & Earning Potential
- Included Business Services & Tools
- Fee Structure Competitiveness
- Complimentary Insurance & Protection Value
- Digital Platform & Technology Inclusion
- Long-term Value Proposition & Loyalty Benefits

Best for Quality – Business Credit Cards

This award recognises the business credit card provider demonstrating superior quality across all product aspects, from platform reliability and feature sophistication to customer support excellence and comprehensive business management capabilities. Applicants were assessed based on product quality metrics, platform performance, feature comprehensiveness, security standards, customer satisfaction scores, and overall excellence in service delivery and product reliability. The award is given to the provider with the highest weighted rating across the following categories:

- Product Feature Comprehensiveness & Sophistication
- Digital Platform Reliability & Performance
- Security Infrastructure & Fraud Protection
- Business Management Tools & Reporting Quality
- Integration Capabilities & API Performance
- Customer Satisfaction & Retention Metrics
- Service Delivery Consistency & Excellence

Outstanding Customer Service – Business Credit Cards

This award recognises the business credit card provider delivering exceptional customer service excellence through responsive support, expert guidance, and superior relationship management throughout the business banking journey. Applicants were assessed based on customer service responsiveness, support channel availability, resolution effectiveness, business specialist expertise, relationship management quality, and overall customer experience satisfaction across all touchpoints. The award is given to the provider with the highest weighted rating across the following categories:

- Multi-Channel Support Availability & Integration
- Response Time Performance & Efficiency
- First Contact Resolution Rates
- Business Specialist Expertise & Knowledge
- Dedicated Relationship Management Quality
- Proactive Customer Communication & Support
- Customer Satisfaction Scores & Feedback Systems
- Problem Escalation & Resolution Effectiveness

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each business credit card provider and available products, assessing important factors, such as:

1. Affordability & Fees

The independent judging panel examines each business credit card provider based on their fee structure, interest rates, and service costs. This includes a detailed assessment of all potential costs incurred by businesses throughout their credit card usage, including annual fees, transaction costs, and penalty charges. Applicants are compared based on their pricing relative to industry benchmarks and transparency in fee disclosure.

- Annual Fees & Reward Services Fees
- Interest Rates & Cash Advance Charges
- Currency Conversion & International Transaction Fees
- Late Payment & Account Termination Fees

2. Flexibility & Features

The independent judging panel examines each business credit card provider based on the features, benefits, and flexibility offered to business customers. This includes a detailed assessment of rewards programs, insurance coverage, digital wallet compatibility, and additional perks that enhance the business banking experience. Applicants are compared based on the comprehensiveness and value of their feature offerings.

- Rewards & Frequent Flyer Programs
- Cashback & Balance Transfer Options
- Credit Limits & Digital Wallet Integration
- Unauthorised Transaction Insurance
- Additional Benefits

3. Customer Experience

The independent judging panel examines each business credit card provider based on their application process, customer support quality, and digital experience. This includes a detailed assessment of application timeframes, documentation requirements, mobile application functionality, and customer service accessibility. Applicants are compared based on their ability to deliver seamless service and support to business customers.

- Application Process & Documentation Requirements
- Approval Timeframes & Digital Card Issuance
- Mobile Application & Customer Support Channels
- Relationship Management & Service Quality

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 Business Account Providers, and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Business Account Providers. 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 consumers. 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

Lenders were given 6 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Business Account Providers 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	• Annual Fees & Reward Services Fees • Interest Rates & Cash Advance Charges • Currency Conversion & International Transaction Fees • Late Payment & Account Termination Fees	35%
Flexibility & Features	• Rewards & Frequent Flyer Programs • Cashback & Balance Transfer Options • Credit Limits & Digital Wallet Integration • Unauthorised Transaction Insurance • Additional Benefits	35%
Customer Experience	• Application Process & Documentation Requirements • Approval Timeframes & Digital Card Issuance • Mobile Application & Customer Support Channels • Relationship Management & Service Quality	30%