

A Change in Behavior: Innovations in Financial Capability

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CENTER *for*
FINANCIAL
INCLUSION

ACCION

About the Study

A one-year analysis of effective financial capability-building efforts around the world, with market focus on Mexico and India

Financial capability:

The combination of knowledge, skills, attitudes, and behaviors a person needs to make sound financial decisions that support well-being

Teachable Moments!

Reach consumers when they are making financial decisions.

50%

de los pacientes que son diagnosticados no reciben tratamiento por falta de acceso a planes de pago.

KiWi

es la primera solución digital que permite aumentar el acceso a productos y servicios médicos a través de planes personalizados.

Cómo funciona



Diseña un plan

Escoge la frecuencia de pago, duración del plan y monto del adelanto.



Realiza pagos

Paga a través de más de 12,000 puntos de pago aliados



Monitorea el progreso

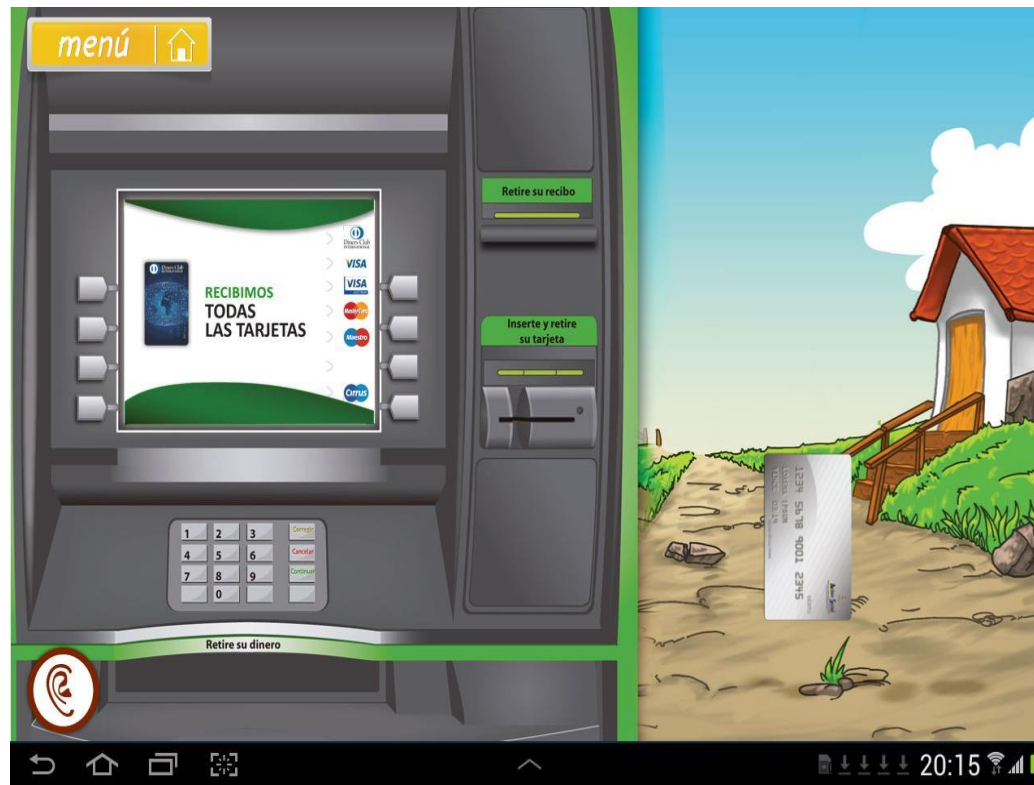
Visualiza el progreso a través de Kiwi. Recibe recordatorios de pago.



Recibe tu compra

Una vez que hayas terminado recibe tu producto o servicio.

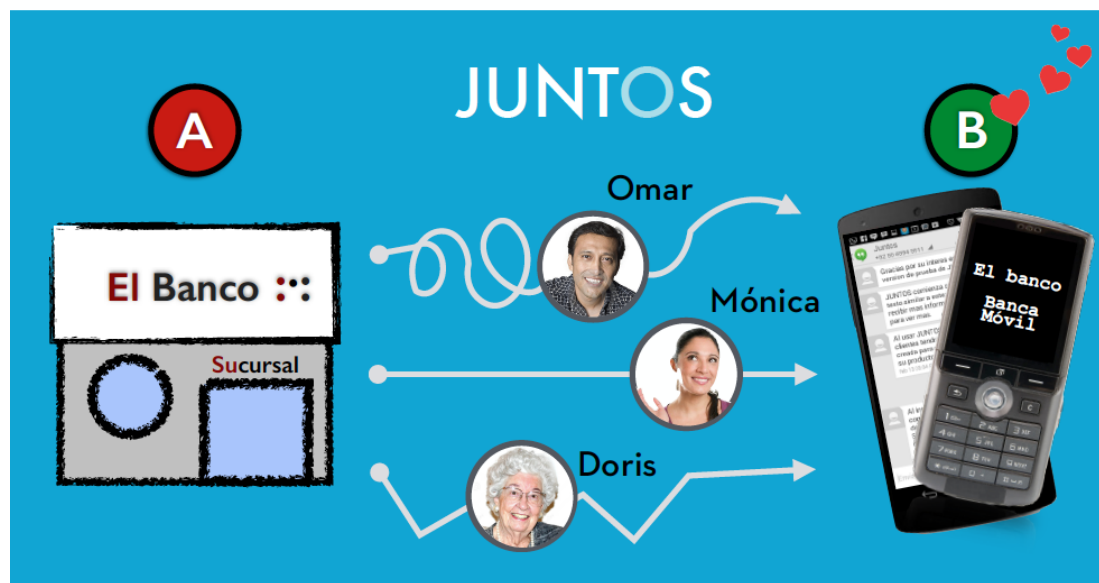
Learning by Doing! Practice using products.



Nudges and Reminders!

Timely reminders and default options that support good habits.

*Generamos comportamientos
a través de **Conversaciones Personalizadas**
a la realidad de cada usuario.*



Rules of Thumb (Heuristics)!

Mental short cuts that help turn learning into habit.



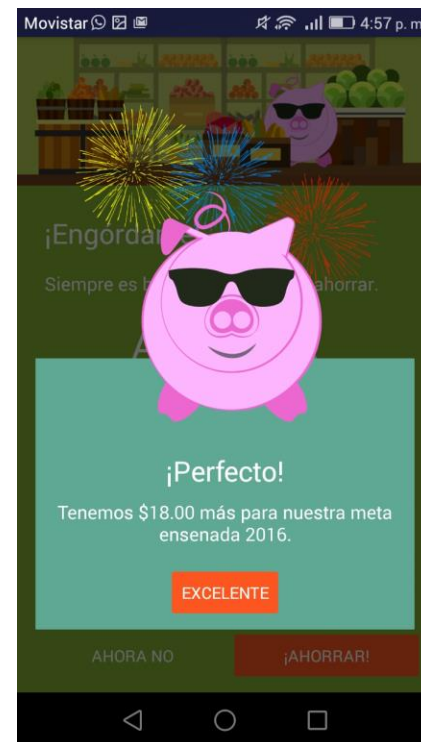
Make It Fun!

Games and humor.



Customize It!

Tailoring advice to an individual's specific financial situation.



 Zaveapp

Make it Social!

Leverage the influence of peers and culture.



Recommendations: Five Transitions

- 1. Financial capability → actual use of products**
- 2. Government responsibility → shared responsibility with Financial Providers**
- 3. Incorporate things that work**
- 4. Engage social service organizations**
- 5. Let customers lead**