

Are you overlooking three keys to an effective financial wellness strategy?

Today's uncertainty means financial institutions are under pressure to provide support to help consumers secure their financial well-being.

While financial institutions help consumers understand **income, saving, spending, investing and protection**, three often overlooked factors can significantly influence financial well-being.

Three Considerations Many Overlook

1. CREDIT LITERACY

Despite the significant role credit scores and reports play in their financial lives, many consumers do not understand them. Effective financial wellness programs incorporate content, as well as interactive tools and calculators, to improve credit literacy among accountholders.

85%

of consumers said they feel more secure in the rest of their lives when their credit score is healthy¹

2. IDENTITY SAFETY

A single identity crime can disrupt a consumer's ability to achieve financial wellness in multiple ways, yet most banks and credit unions historically exclude identity safety from their financial wellness strategies.

55%

of Americans would be unable to cover a \$1,000 emergency expense²

\$1,300

average cost for remediating an identity fraud incident in 2022³

3. FINANCIAL INCLUSION

There are multiple factors why certain populations being underrepresented in mainstream financial services. But when your financial wellness strategy is designed to connect with them, the potential payoff is great.

1 in 5

US adults (more than 60 million consumers) sit outside the credit ecosystem⁴

\$60 billion

in additional revenue would be added with full participation of Black Americans in the financial ecosystem⁶

Those who feel a sense of financial belonging are

160%

more likely to have better financial health⁵

An effective financial wellness strategy is mission critical for today's financial institutions. Incorporating credit literacy, identity safety and financial inclusion into your strategy can help consumers while building a program that delivers greater engagement, trust and revenue.

¹ FICO, *Consumer Survey Reveals Key Relationship between Financial Confidence and Credit Scores*, 2023

² NerdWallet, *Consumer Savings Report*, 2023

³ Javelin Strategy & Research, *Identity Fraud Study: The Butterfly Effect*, 2023

⁴ Analysis of U.S. census and TransUnion's U.S. consumer credit database

⁵ Frost Bank, *The State of Financial Belonging*, 2022

⁶ McKinsey & Company, *The Case for Accelerating Financial Inclusion in Black Communities*, 2020

