



TRAINING



BEHAVIOURAL ECONOMICS FOR FINANCIAL WELL-BEING TRAINING

10 years of experience using behavioural techniques to improve customer financial well-being

The banking sector's need to rebuild the trust and goodwill of its customers is self-evident and beyond question. Many in the sector – big and small players alike – have already seen the significant role that focus on customer outcomes improving financial well-being can play.

For over 10 years, the Fairbanking Foundation has worked in this field, delivering training to both new and experienced professionals to provide invaluable background on understanding customer behaviour.

Is your company committed to creating and providing financial products that are proven to enhance customer financial well-being?

Attendees will be taught by the Fairbanking Foundation, experts in their fields who have carried out research and analysis that is shared on the course and that drives the Foundation's work. All instructors have 'hands on' experience in product innovation to benefit customers as well as broader application of behavioural techniques focused on customer communication and

improvement of customer financial well-being.

Attendees will learn about what really drives their customers' sense of financial well-being and what features banking products need to possess if they are to help improve on this. The course examines real life case studies in the context of 'behavioural economics' and its central role as the science behind how and why these product features work to help people with their finances. Over the course of the day's proceedings, the following key topics will be explored and explained:

- **Behavioural Economics** – an interactive session explaining the 'science' behind customer choices and how it can be used to develop products that help customers manage their money better, including frameworks for comprehensive analysis of behaviour change
- **Financial well-being** – what is it and how to better understand what drives customers to enhance their own financial well being, including an explanation of the psychological basis for decision-making which can appear contradictory to standard economic approaches
- **Specific examples** affecting behaviour and exhibiting success
- **Break-out sessions** to explore the application of behavioural economics concepts

The Fairbanking Foundation is happy to offer this course on a group basis, and would be willing to discuss any potential tailoring to focus on your company's specific requirements. To enroll or further details please contact:



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