



**GAMBIT**

Innovating for a healthier financial future

# The cost of Financial Illiteracy

How to promote Financial Literacy?

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## What is financial literacy?

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Just as you dedicate time and efforts to maintain your physical health through exercises and healthy habits, investing in your financial literacy is crucial for your long-term financial well-being. Just as a healthy body requires a balanced diet and regular exercises a healthy financial planning requires careful planning, budgeting and the right advice.

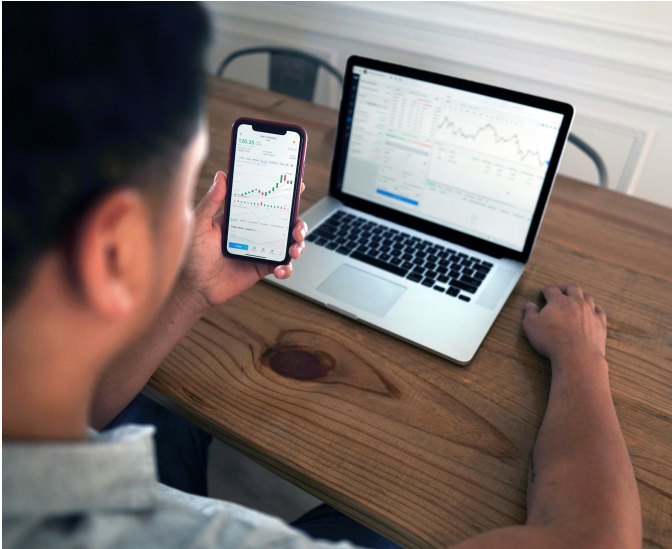
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Laurent Bodson  
CEO of Gambit

Financial literacy equips individuals with the knowledge and skills to make informed financial decisions, paving the way for financial stability and independence.

## 2 / Why is it important?

### Encourage wise investment



Individuals equipped with financial literacy skills tend to actively manage their finances, leading to better outcomes in areas like retirement planning and wealth accumulation. Moreover, higher financial literacy correlates with increased risk tolerance, facilitating more diversified portfolios and potentially higher returns.

### Strengthen the relationship with the customer

Banks that prioritize financial education demonstrate a genuine commitment to their customers' well-being. By offering financial education resources, banks can foster stronger relationships with customers, instilling trust and loyalty. Furthermore, such initiatives attract new customers seeking comprehensive financial guidance, thereby enhancing customer retention and satisfaction.



## 3 / Promote financial literacy

### 1 Know your Customer

To promote financial literacy effectively, it's essential to assess customers' needs data collection processes. This helps tailor educational programs to address specific knowledge gaps and areas of concern. Moreover, collaborating with expert partners enhances the quality and relevance of financial education initiatives.



### 2 Find the Right Digital Partner

At Gambit, we boast an academic background and extensive experience in providing wealth management solutions across multiple countries.

We are here to walk you through a smooth setup, ensuring your investor's account creation is a breeze and that your financial services are tailored to fit like a glove.



### 3 Monitor and Review

Financial literacy involves understanding the importance of regularly reviewing and adjusting investment strategies as well as the dynamic nature of financial planning. Gambit's module structure allows the advisor to monitor investor's portfolio, track progress towards the goal and make the necessary rebalancing based on changing circumstances or market conditions.



### 4 Integrating Programs with Existing Services

Seamless integration of digital financial education programs with banking services enhances customer engagement and promotes adoption. Gambit offers a white-label platform that can be fully customized to align with the client's existing tools and platforms, ensuring a cohesive user experience.



## 5 Personalize the Learning Experience

Tailoring learning paths based on individual financial goals and interests enhances engagement and learning outcomes. At Gambit our algorithms help your advisors to provide tailored guidance, strategic insights, and personalized recommendations, ensuring every financial move your advisors make is a step towards achieving your investors' goals.



## 6 Reward Customer Participation

Financial literacy enhances investment willingness and wisdom. However the journey shouldn't end with the completion of a program. It's crucial to continue nurturing clients and providing ongoing support. Offering incentives, rewards, discounts, or loyalty points to active participants can motivate them to stay engaged with the content.





Financial literacy, a crucial skill set, empowers individuals to navigate the complexities of personal finance effectively.

By investing in comprehensive financial education initiatives, banks and financial institutions can enhance customer loyalty, drive long-term growth, and contribute to the overall financial well-being of their customers. At Gambit, we are committed to empowering financial advisors with the knowledge and resources they need to navigate the financial landscape with their client in total confidence.

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