



Recent CFSI Publications (a sampling)
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The Power of Experience in Understanding the Underbanked Market by Jennifer Tescher, Edna Sawady, and Steven Kutner KeyBank, which began offering check-cashing services and complementary educational curricula for non-customers in 2004, has been a pioneer among large U.S. banks in launching services targeted to the underbanked market. For this study, KeyBank and the CFSI engaged Market Innovations, Inc. to learn how to improve acquisition efforts and identify tactics that might appeal to these diverse consumers. *Released June 2007*

Mobile Financial Services and the Underbanked: Opportunities and Challenges for Mbanking and Mpayments by Katy Jacob and Caroline Boyd This paper focuses on how mobile phones could be used to provide financial services to the underbanked in the United States. Mobile financial services (MFS) in the United States may finally be taking off, after years of lagging behind other countries. There are many new technologies and product offerings that may speed the adoption of MFS, but also many questions that must be answered. *Released April 2007*

The Insurance Industry and the Underbanked by Rachel Schneider and Kimberly Gartner CFSI reviewed trends in the insurance industry, interviewed industry experts and identified innovative practices. This paper describes potential innovations in product design, marketing and distribution. *Released March 2007*

Cardholder Use of General Spending Prepaid Cards: A Closer Look at the Market by Sherrie Rhine, Katy Jacob, Yazmin Osaki and Jennifer Tescher To gain a clearer understanding of the transaction behavior of cardholders, CFSI explored trends in the general spending prepaid card market as understood from four card providers that participated in this study. *Released February 2007*

Card-Based Remittances: A Closer Look at Supply and Demand by Manuel Orozco, Katy Jacob and Jennifer Tescher This report analyzes a nationwide study of Latin American and Caribbean migrant remittance senders and their access as well as use of card products. The results show that significant gaps exist between the demand side and supply side of card-based remittance solutions and that there is potential to capitalize on a product set that offers value for underbanked remitters given the right product. *Released February 2007*

Early Intervention and Credit Cardholders: Results of Efforts to Provide Online Financial Education to New-to-Credit and At-Risk Consumers by Amy Brown and Kimberly Gartner To test whether early intervention, such as reminder calls, mailings, and credit education, could help prevent delinquencies, three credit card issuers conducted pilot projects offering special services to cardholders deemed at risk of delinquency and those who were new to credit, such as college students. This paper reports the results of the tests. *Released January 2007*

Distributing Prepaid Cards Through Worker Centers: A Gateway to Asset Building for Low-Income Households by Katy Jacob, Janice Fine and Lauren Leimbach A collaborative pilot program between the Center for Community Change and the Center for Financial Resources has been established to engage worker centers as a primary point-of-access to pre-paid cards for immigrant workers. *Released October 31, 2006*

Highlights from the Inaugural Underbanked Financial Services Forum by Katy Jacob Themes from the Underbanked Financial Services Forum are detailed in this paper, as well as a post-conference survey of participants yielding new insights into the perceived opportunities and challenges in serving the market. *Released July 2006*