



BMO AND Everfi

# Making a Difference with Innovative, Accessible Financial Education



Founded in Montreal, Quebec in 1817, BMO Financial Group is Canada's oldest bank and the eighth largest bank in North America by assets. BMO provides a broad range of personal and commercial banking, wealth management, global markets, and investment banking products and services to 13 million customers across Canada, the United States, and in select markets globally.

## CHALLENGE: Innovative Financial Education

BMO is committed to driving positive change in the world and making progress for a thriving economy, sustainable future, and inclusive society. As part of that mission, the company sought to build an innovative financial wellness education program that would be available free of cost to any visitor to its website, regardless of whether they were a customer. Yet, BMO had a few key requirements before embarking on a program.

It wanted to deliver innovative, accessible, convenient online experiences that would make a difference with learners at any stage of their financial journey. That meant the program had to be engaging and drive measurable, positive change in participant behavior.

## SOLUTION: SmartProgress

BMO partnered with Everfi to build SmartProgress(CA)<sup>™</sup> and SmartProgress (US)<sup>®</sup>, a cost-free digital education platform accessible to all. BMO SmartProgress<sup>™</sup> relies on Achieve, Everfi's industry leading mobile-first learning platform, to empower learners with a comprehensive, holistic experience featuring customized, interactive financial education modules optimized to make real financial progress.



At BMO, we believe that financial education is the foundation of economic empowerment. Investing in financial education helps our customers build the knowledge and confidence they need to make informed decisions, plan for the future, and achieve their financial goals. By partnering with EVERFI, a leader in educational technology, we are able to provide engaging, accessible, and impactful financial education that meets our customers where they are, ensuring that everyone has the opportunity to thrive financially and make real financial progress.

**Sumit Sarkar**

Head Customer Growth and Value Proposition  
BMO

BMO SmartProgress tailors its educational content to learners' specific goals, directing them to different "learning playlists" such as the basics of banking, homeownership, investing, small business, and retirement planning. It features interactive exercises and real-life scenarios so learners can effectively manage their finances, make sound decisions, and become better stewards of their financial future.

BMO also recognizes the diverse needs of its customer base and is committed to delivering tailored solutions that resonate with various communities. To better serve specific communities throughout Canada, such as Indigenous communities and newcomers to the country, BMO created personalized microsites designed to address the unique financial challenges and opportunities these groups face offering personalized content and guidance to help them navigate their financial journey with confidence. In the US, BMO champions SmartProgress with their Bank at Work clients, empowering employees of their valued partners to take control of their financial futures.

Additionally, with high visibility through a financial hub directly on the main BMO webpage, targeted email campaigns sent to millions of customers, community partnerships that add financial education sections in partner newsletters, and social media promotion, BMO aims to reach as many people as possible, not just BMO customers.

*"We have brought all of our personal finance resources, including BMO SmartProgress, into one convenient spot to make financial progress easier. In our easy-to-navigate digital platform, we enable users explore their financial goals with increased confidence to take the next steps in achieving them." -Kelly Hougom, Director, US Consumer Strategy, BMO*

## BENEFITS: Long-term Financial Empowerment

"Today, BMO SmartProgress has made a measurable difference for more than 280,000 users across North America. By offering this tailored financial literacy platform, BMO not only enhanced customer engagement but also reinforced its commitment to helping customers achieve long-term financial well-being and empowerment. In recognition of its innovative approach to advancing financial education and wellness, the BMO SmartProgress Canada program was recently honored for "Outstanding Use of Digital Channels for Improved Customer Experience" by Digital Banker's Digital CX Awards, which recognizes pioneering innovation in digital customer experience across the financial services ecosystem.



These recognitions highlight BMO's commitment to putting our customers first in the digital age. We're dedicated to making financial literacy accessible and empowering our community to confidently manage their money and achieve their goals. By delivering best-in-class experiences that meet our customers wherever they are, we're not just supporting their financial needs – we're helping them make real, lasting progress.

**Gayle Ramsay**  
Head, Everyday Banking,  
Segment and Customer Growth  
BMO

Everfi Achieve is just one of Everfi's broad offerings of [free online education programs](#) for adults and K-12 students. Through the support of its corporate sponsors, Everfi has been offering financial literacy education since 2008.

**Interested in gaining a tangible business edge through personal financial education?**

Explore Everfi's innovative financial education solutions [here](#).