

# 6 Ways to Turn Financial Education into Customer Loyalty

*A practical guide for financial institutions looking to build trust and lifetime value with the next generation of customers*

Financial education isn't just a community benefit—it's a powerful customer acquisition and retention strategy. When done well, it transforms your institution from a transaction provider into a trusted advisor, building loyalty that lasts decades. This toolkit provides six proven practices to help you launch, scale, and maximize the impact of your financial education program.

## 1. Secure Organizational Buy-In

### Why it matters:

Financial education succeeds when it's woven into your institution's culture, not treated as a one-off marketing campaign. Leadership support and staff training ensure everyone understands the program's goals and can advocate for it effectively.

### How to do it

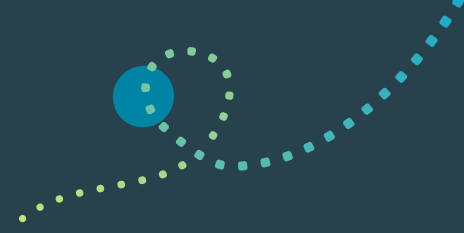
- **Present the business case:** Show leadership how financial education reduces acquisition costs, increases customer lifetime value, and lowers default risk compared to traditional promotional tactics.
- **Train frontline staff:** Equip branch employees, call center teams, and digital support staff to reference educational resources during customer interactions.
- **Align incentives:** Consider tying performance metrics to education engagement, not just product sales. This reinforces that customer empowerment is valued alongside revenue goals.



### Real example:

[TD Bank](#) integrated financial education across customer touchpoints, reaching over 90,000 users in one year. By embedding custom moments that link directly to specific TD Bank resources—like pairing overdraft avoidance education with their new checking account features—they created natural teaching moments that drive both learning and product adoption.





## 2. Promote Consistently

### Why it matters:

Even the best financial education platform won't deliver results if customers don't know it exists. Consistent, multi-channel promotion positions education as a core part of your brand—not an afterthought.

### How to do it:

- **Issue a press release:** Announce your financial education commitment publicly and feature it prominently on your website with a dedicated Financial Education or Learning Center. This signals to customers, prospects, and the broader community that you're invested in financial empowerment.
- **Use social media regularly:** Share tips, module highlights, and success stories. Position your institution as a thought leader in financial wellness.
- **Include in customer communications:** Add callouts in account statements, email newsletters, and mobile app notifications. Tie educational content to relevant financial moments.



### Real example:

[BMO Financial Group](#) launched SmartProgress® with a coordinated, multi-channel strategy spanning web, email, partnerships, and social media. This coordinated strategy helped BMO reach over 280,000 users across North America and earned recognition through Digital Banker's Digital CX Awards for "Outstanding Use of Digital Channels for Improved Customer Experience."

## 3. Build Community Connections

### Why it matters:

Financial education programs gain credibility and reach when they extend beyond your existing customer base. Partnerships with schools, chambers of commerce, and local businesses demonstrate genuine community investment and help you connect with future customers early.

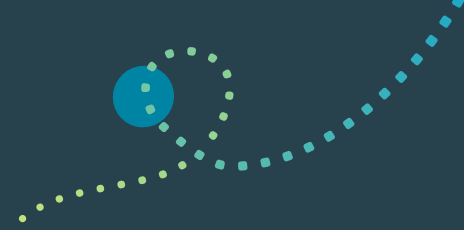
### How to do it:

- **Partner with schools:** Sponsor financial literacy programs in local K-12 schools and community colleges. Offer to host financial wellness workshops or provide resources to educators.
- **Engage local businesses:** Work with employers to offer financial education as an employee benefit. Many companies want to support their workers' financial wellness but lack the tools—your institution can fill that gap.
- **Join chambers and civic organizations:** Present at chamber meetings, sponsor community events, and volunteer to lead financial literacy sessions. These touchpoints reinforce your institution's reputation as a community leader.



### Real example:

[VyStar Credit Union](#) partnered with Family Support Services to launch the Fostering Financial Fitness program to deliver financial education to youth in foster care, equipping them with skills in budgeting, credit, and identity protection. VyStar also created co-branded initiatives with Florida State University to serve students, parents, and staff—earning the Sargent Shriver Excellence in Community Service Award from the National Head Start Association for their work supporting pre-K families through incentivized learning.



## 4. Create Momentum with Incentives

### Why it matters:

Gamification and rewards tap into what motivates younger customers: progress tracking, achievement recognition, and tangible benefits for learning. Incentives can dramatically boost initial engagement and help turn occasional users into habitual learners.

### How to do it:

- **Offer completion rewards:** Provide small cash bonuses, fee waivers, or interest rate bonuses for customers who complete specific learning modules or pathways.
- **Build achievement badges and progress bars:** Younger users expect gamified experiences. Recognize milestones with digital badges, leaderboards, or certificate downloads they can share on social media.
- **Run time-limited campaigns:** Launch Financial Literacy Month challenges or back-to-school promotions that create urgency.



### Real example:

VyStar Credit Union's Savings Challenge engaged 31,000+ participants—including many non-members—by combining financial education with savings incentives. Participants collectively saved \$5.17 million, with 21% of members saving over \$1,000. Additionally, 66% improved their financial health scores, demonstrating measurable behavior change. To drive engagement and social proof, VyStar awarded \$1,000 to 10 participants who completed the challenge.

## 5. Tailor to Life Stages

### Why it matters:

Not all customers need the same information at the same time. A recent college grad needs guidance on student loan repayment and building credit; a 40-year-old may be focused on retirement planning or buying a home. Personalized learning pathways ensure customers get relevant, timely education that actually addresses their needs.

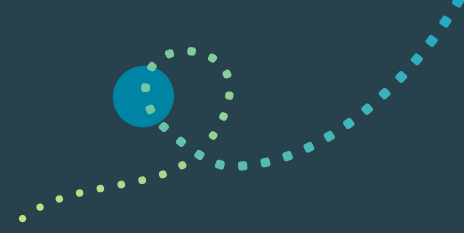
### How to do it:

- **Create curated playlists:** Organize content into life-stage categories like First Job, Buying a Car, Starting a Family, Planning Retirement. Let customers self-select the path most relevant to them—or use behavioral data to suggest it automatically.
- **Trigger contextual content:** Use account activity to surface relevant modules. If someone searches for auto loan rates, prompt them with appropriate educational content.
- **Segment by audience:** Offer distinct pathways for students, young professionals, families, and retirees. Acknowledge that a 21-year-old and a 55-year-old have different priorities and communication preferences.



### Real example:

Suncoast Credit Union's mPower program delivers personalized learning pathways based on members' goals and financial habits. After answering a few questions, users receive a customized playlist tailored to their life stage—from students to working professionals to those planning for retirement. Content is available in both English and Spanish, ensuring accessibility across a diverse member base.



## 6. Measure and Improve

### Why it matters:

You can't optimize what you don't measure. Robust analytics help you understand which modules drive engagement, where customers drop off, and—most importantly—how education correlates with real business outcomes like account openings, product adoption, and customer retention.

### How to do it:

- **Measure engagement and impact:** Track module completion rates, time spent learning, and repeat engagement. Use cohort analysis to compare customers who engage vs. those who don't.
- **Report results to stakeholders:** Create quarterly dashboards that highlight engagement trends, customer feedback, and business impact. Use these insights to secure continued investment and demonstrate the program's value.
- **Iterate based on feedback:** Survey customers to understand what topics resonate, preferred formats, and engagement drivers. Use this feedback to refine your content and optimize your strategy over time.



### Real example:

[GM Financial](#) uses data-driven insights to guide its KEYS financial wellness program, analyzing which custom moments drive engagement with top-performing modules. By testing formats, evaluating content performance, and updating based on learner behavior, they continuously refine their approach to deliver the right education at the right time. Robust analytics track module popularity, engagement patterns, and content effectiveness—informing what to promote, where, and how.

## Putting It All Together

Financial education programs succeed when they're intentional, measurable, and embedded into the customer experience. Today's banking customers expect more than transactions. They want guidance, trust, and a partner invested in their long-term financial success. Institutions that deliver personalized, just-in-time financial education will earn deeper loyalty, stronger relationships, and a competitive advantage that lasts for decades.

### Ready to turn financial education into lifelong customer loyalty?

Everfi Achieve delivers just-in-time, mobile-first financial education that meets customers at their moment of need—turning routine transactions into teaching moments and building trust that lasts for decades.

Learn more at [everfi.com/financial-education-adult-consumer/](https://everfi.com/financial-education-adult-consumer/)