

Decoding the behaviour of the mass market

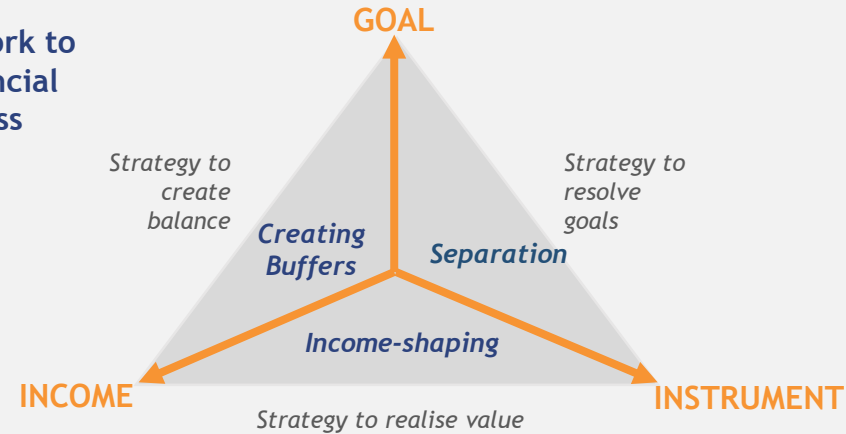
A host of behavioural science-based tools and expertise



The challenge

- ▶ Despite a growing desire to serve and financially include the masses, financial service providers struggle to understand the mental models and financial behaviour of this market.
- ▶ For instance, financial service providers fail to understand income volatility or incorporate it in the design of products and services.
- ▶ Do we really know the mass market and how they make their decisions about money?

Our guiding framework to understand the financial behaviour of the mass market



MSC offers

- ▶ Behavior change communication (BCC) design to increase the adoption of financial services
- ▶ Research and in-depth evaluations to understand complex human financial behavior
- ▶ Design thinking and innovation—our work integrates demand-side mental models with supply-side objectives and realities to deliver optimal solutions
- ▶ Develop nudges to change behavior
- ▶ Training and capacity-building of providers to help them better understand the low- and middle- income segments and co-creating solutions with them

Clients and partners



and many more...

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Our impact

- ▶ Development of our world-class, signature research and design approach—Market Insights for Innovation and Design (MI4ID)
- ▶ Facilitated training courses and learning workshops on behavioural-led design for over 100 service providers
- ▶ Extensive work around behaviour change communication:
 - ▶ Chair of India's Ministry of Finance sub-committee on communications to design BCC to support the national financial inclusion program (PMJDY)
 - ▶ Designed effective and interactive financial education materials for ON, BMGF and Citi Foundation; Our e-Pathshala program reaches over 90 million end-users.
- ▶ Widely cited knowledge material that highlight how people's financial behaviour affect their choices and decisions

