The Center for Financial Services Innovation (CFSI) is the nation’s leading authority on financial services for underserved consumers. Through insights gained by producing original research; promoting cross sector collaboration; advising organizations and companies by offering specialized consulting services; shaping public policy; and investing in nonprofit organizations and start-ups, CFSI delivers a deeply interconnected suite of services benefiting underserved consumers. Since 2004, CFSI has worked with leaders and innovators in the business, government and nonprofit sectors to transform the financial services landscape. For more on CFSI, go to www.cfsinnovation.com.

**Transaction Product Examples**

The Compass Principles are guidelines for the U.S. financial services industry. They affirm standards of excellence in the design and delivery of basic tools that people use to manage their daily financial lives. Below are examples of applying each of the four Principles to transaction products:

**PRINCIPLE #1 – EMBRACE INCLUSION:**
Responsibly Expand Access

Consumers, including those from traditionally underserved groups or communities, are creatively reached and well served with a relevant suite of quality, affordable financial services that promote consumer choice and are provided in a safe, dignified, and convenient manner.

- Offering prepaid cards that are network-branded.
- Enabling bill payment through nontraditional venues such as self-service kiosks.
- Designing an account-opening process that manages the provider’s risk without unnecessarily limiting access to potential consumers.
- Creating transit fare or government benefit cards that also enable general purpose transactional accounts.

**PRINCIPLE #2 – BUILD TRUST:**
Develop Mutually Beneficial Products that Deliver Clear and Consistent Value

Consumers can clearly understand and derive value, without pitfalls or unwelcome surprises, from financial products designed to align provider and consumer goals.

- Providing multiple methods for consumers to quickly access their balance information and transaction history according to their own preferences.
- Enabling the ability to request a single paper statement or ongoing paper statements for a prepaid card account.
- Limiting the number of times a consumer can be charged the same fee within a given timeframe before contacting the consumer to offer education, information, or alternative products that may be more appropriate.
- Offering safe, easy-to-understand options for overdrafts, such as a line of credit or linking checking to savings accounts.

**PRINCIPLE #3 – PROMOTE SUCCESS:**
Drive Positive Consumer Behavior through Smart Design and Communication

Consumers are empowered to make wise money choices via smart product design and guidance that is relevant to their specific concerns and financial situations, coincides in a timely fashion with key life events or decisions, and is immediately actionable.

- Enabling consumers to set their own predefined spending limits.
- Sending text messages, such as transaction alerts and balance checks, to help consumers easily manage spending.
- Providing real-time messaging to consumers when they make a suboptimal choice such as withdrawing funds from an out-of-network ATM when an in-network ATM is nearby.

**PRINCIPLE #4 – CREATE OPPORTUNITY:**
Provide Options for Upward Mobility

Consumers have appropriate options that create opportunities for increased financial prosperity, and they are encouraged to pursue those opportunities.

- Linking transaction activity to the accumulation of savings and/or building credit scores.
- Offering fee-reduction incentives for direct deposit.
- Providing a way to track spending in separate, tangible categories that are defined by the user.
- Using graphs and other visual tools to illustrate spending behavior.