

Staff

Nora Gregory
Program Manager, US Finance

Timeline

2:00 pm - 3:00 pm EST

Date

January 17, 2017

Webinar: Encouraging Savings at the Teller Window

Innovations for Poverty Action, Professor Jonathan Zinman (Dartmouth College), and Professor Dean Karlan (Yale University) partnered with RiteCheck to develop a safe savings product for check cashing customers. The researchers evaluated ways to encourage “impulse savings” at the teller window, testing how these savings accounts, coupled with prompts and incentives to make deposits, impacted savings behavior and customer loyalty.

Watch the presentation from Innovations for Poverty Action and RiteCheck below, as they discuss the [preliminary results](#) of this evaluation and discuss implications for the industry.

City

Online

Country

United States