

Alfa-Bank OAO in Financial Cards and Payments (Russia)

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Date: April 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: ACB9DD8EF8FEN

Abstracts

The main strategic goal of Alfa-Bank in financial cards is to keep its status as the largest Russian private bank. It will continue to keep the focus on consumers and their changing demand by offering convenient services with additional benefits in terms of various loyalty programmes meeting individual needs. The company plans to introduce new products following recent developments of modern technologies.

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