

# BanColombia SA in Consumer Finance (Colombia)

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## Abstracts

BanColombia's plans focus on a transverse strategy that seeks to bring it to be recognised over the medium term as "more humane banking". For this, it is reinventing its business from relationships among people committed to an organisational structure that seek not to be of subordination, but of coordination, thus reflecting teamwork. In addition to this, the bank is building a reputation for offering a range of services that bring it closer to its customers, innovating in experiences that allow...

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