

BanColombia SA in Financial Cards and Payments (Colombia)

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Abstracts

Bancolombia is focused in several key areas within its strategic plan. Sustainable growth of the local operation through non-bank correspondents in a strategy called “Bancolombia a la mano” and a new product called “Ahorro a la mano” which is a mobile wallet. The consolidation of its international presence in Peru, most of Central America (apart from Mexico). Banking continued to be one of its main focuses with consistent work within the organisation and targeting customers’ needs. The process...

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