

Bank CIMB Niaga Tbk PT in Financial Cards and Payments (Indonesia)

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Abstracts

Bank CIMB Niaga is expected to continue its strategy of implementing digital branchless banking in Indonesia, especially as it pioneered introducing the “digital lounge” in Indonesia. By 2014, more than 80% of its transactions have leveraged its branchless banking system as opposed to a much smaller portion through its branch offices. Coupled with the company’s aggressive moves towards acquiring a larger customer base through frequent promotions and new product launches, the company is expected...

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