

Ceska sporitelna as in Consumer Finance (Czech Republic)

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Date: November 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CF4648B79CEEN

Abstracts

Ceska sporitelna is transforming from a transactions-oriented institution into a financial advisory place. Retail branches are transforming towards a place supporting clients in managing their finances and searching for savings. A key long-term strategy is to retain its leading position on the Czech market and to continue being a stable institution with the largest network of branches and ATMs, with the ability to serve all segments of customers. The company is strengthening its corporate bankin...

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