

# Egged Israel Transport Cooperative Society Ltd in Financial Cards and Payments (Israel)

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## Abstracts

Egged, the leading transportation company, provides almost 50% of the bus lines in Israel. The company invests in improving its customer service. In order to achieve its goals, it has set five objectives: focus on customers' needs and improve service; emphasise the safety and professionalism of drivers; keep the company profitable in the competitive market; take business development steps to create more revenue sources; and preserve the environment.

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