

Kasikorn Bank PCL in Financial Cards and Payments (Thailand)

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Abstracts

Card innovation, improved internet banking and promoting e-commerce and m-commerce will continue to be development targets from 2014. Trend of smartphones and tablets grew rapidly in the review period. The company believes that promotion via those channels will enable it to reach its targeted card consumers directly. Hence, the company introduced Line Stickers for consumers to add friends and download free in 2013. Kasikorn Bank can subsequently continuously promote new promotions, services and...

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