

# PNC Financial Services Group Inc in Consumer Finance (USA)

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## Abstracts

PNC performed well during the global economic downturn, and invested substantially in innovative products and investment services. The bank is investing in technology and the multi-channel experience in both its traditional and growth markets by encouraging online and mobile interactions, as well as migrating transactions from branches to lower-cost alternatives, such as ATMs. PNC has placed a greater focus on creating new relationships with college students through partnerships with higher...

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