

Tarjeta Naranja SA in Financial Cards and Payments (Argentina)

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Date: October 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: T713101003CEN

Abstracts

The company is focused on expanding branches around the country and in providing better-than-average customer assistance. The company also increased its presence in social networks in order to get closer to young customers and a potential audience. Innovation in product and services development as well as in communication to its customers and potential audience were Tarjeta Naranja's key strategies in 2013.

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