

Yapi ve Kredi Bankasi AS in Financial Cards and Payments (Turkey)

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Abstracts

Yapi ve Kredi Bankasi will continue to invest heavily in technology in the forecast period. The bank notably announced the launch of the Yapi Kredi Wallet app for its World credit cards in January 2016, with this aiming to digitalise the credit card concept and being available for iOS and Android devices. This app also seeks to offer other benefits, such as showing shops in the proximity and any promotions linked to World credit cards. The app also enables users to check credit levels, reward...

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