



La customer experience nei pagamenti evoluti

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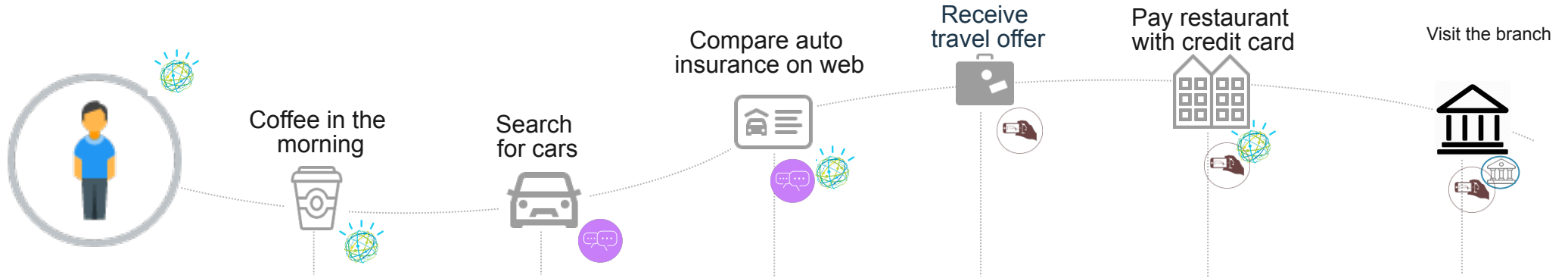
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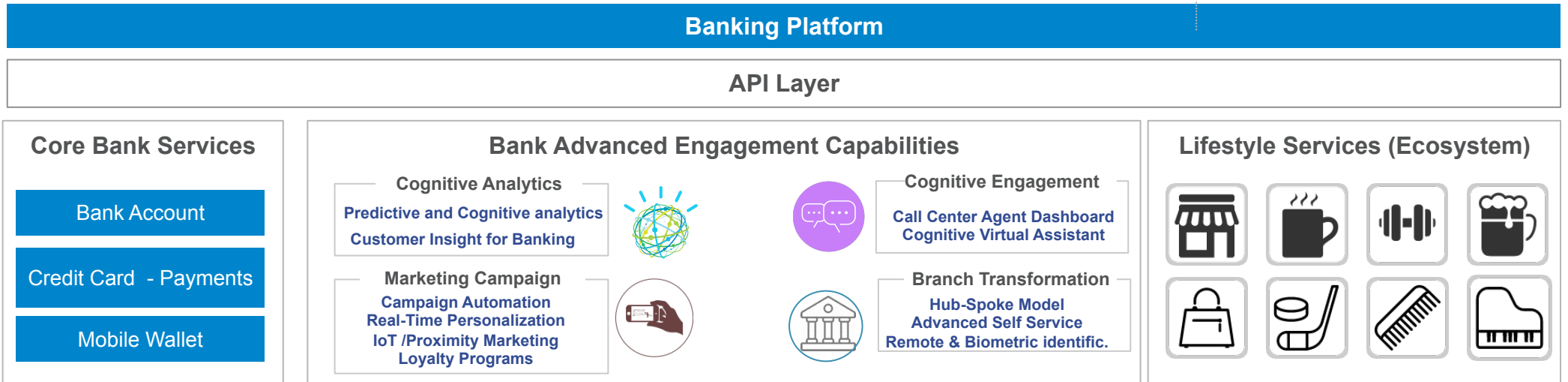
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Esperienze cliente avanzate per ampliare gli ambiti di relazione

Lo stile di vita dei clienti ...



... e' migliorato da una piattaforma bancaria ...



Core banking services provided by the bank

Advanced engagement capabilities enabled the achievement of best-fit experiences for the customer

Lifestyle services integrated through digital partnering & personalized location-based offers

... che fa leva su dati ed ecosistema per creare nuovo valore