

## **QIVOS enters the FinTech sector**

*The company's new department, puts technology in the service of transactions*

QIVOS marketing technology agency announces the establishment of a new department that will offer FinTech services (Financial Technology), combining the latest technological developments with financial services, based on the most significant international trends, and aiming at the constant improvement of its services.

Utilizing the new products and services offered by the FinTech sector, QIVOS aims to continuously reinforce its loyalty programs, as well as customer engagement, two elements that constitute the core of QIVOS' philosophy. The company's new department focuses on the development of the latest technology solutions from the FinTech sector, and thus improve its loyalty services. In this context, QIVOS will optimize advantages from potential opportunities and collaborations, with the main goal to be the further development and management of similar projects, the penetration of new market sectors, and the provision of more sophisticated services.

The rapid changes regarding the way transactions are implemented, such as the expansion of electronic payments, the reduction of cash usage, as well as the creation of new, online models, came as a result of the leading role that technology plays in everyday life. The FinTech sector is utilizing all the new technological advancement, putting technology in direct competition with traditional financial services.

Through its new department, QIVOS enters a new innovative field, aiming to maximize the opportunities that are emerging, as well as building new synergies. The integration of the new FinTech department into the company's operation demonstrates QIVOS' intention to develop and manage relevant projects, invest in new market sectors, and strengthen its existing collaborations.

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### **More information about QIVOS:**

QIVOS is a marketing technology agency. Founded in 2004, it has its headquarters in Athens. The company operates successfully in eight countries and its workforce consists of 70+ employees of high skills and knowledge. Following a customer-oriented approach, QIVOS implements loyalty reward projects, providing innovative and effective loyalty management services that actively contributes to the increase of sales and maintains customer database for each company. For more information, please visit <http://www.qivos.com>

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