

# **Build it and they will come** **Listen and they will stay**

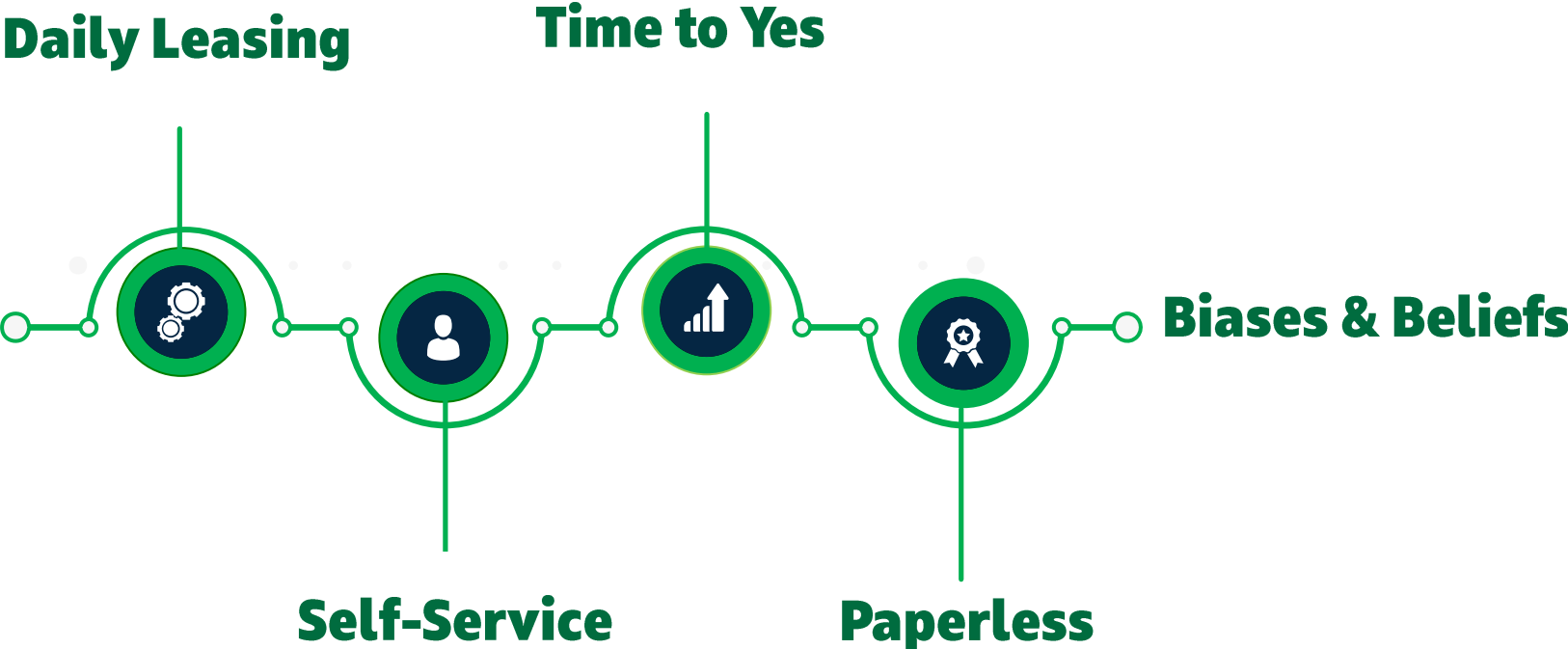
The 3Cs in the Age of Homo Digitalis

Steliana Moraru, COO OTP Leasing, part of OTP Group

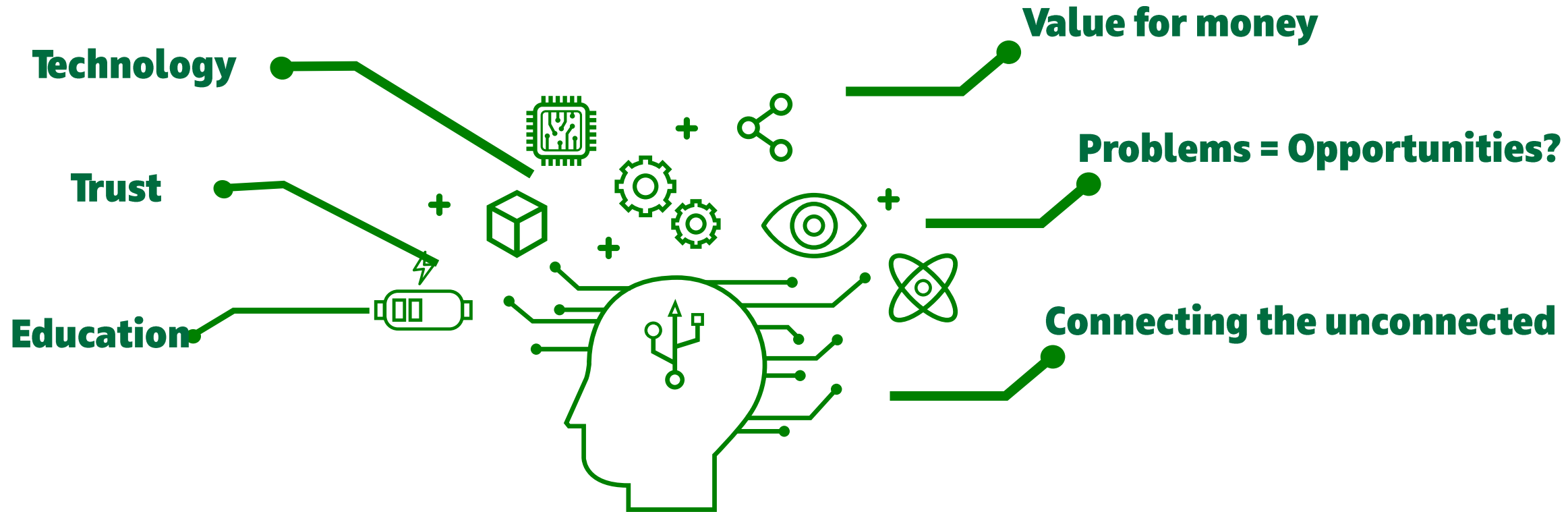
28th June, Bucharest

# The client

## Behavioural patterns

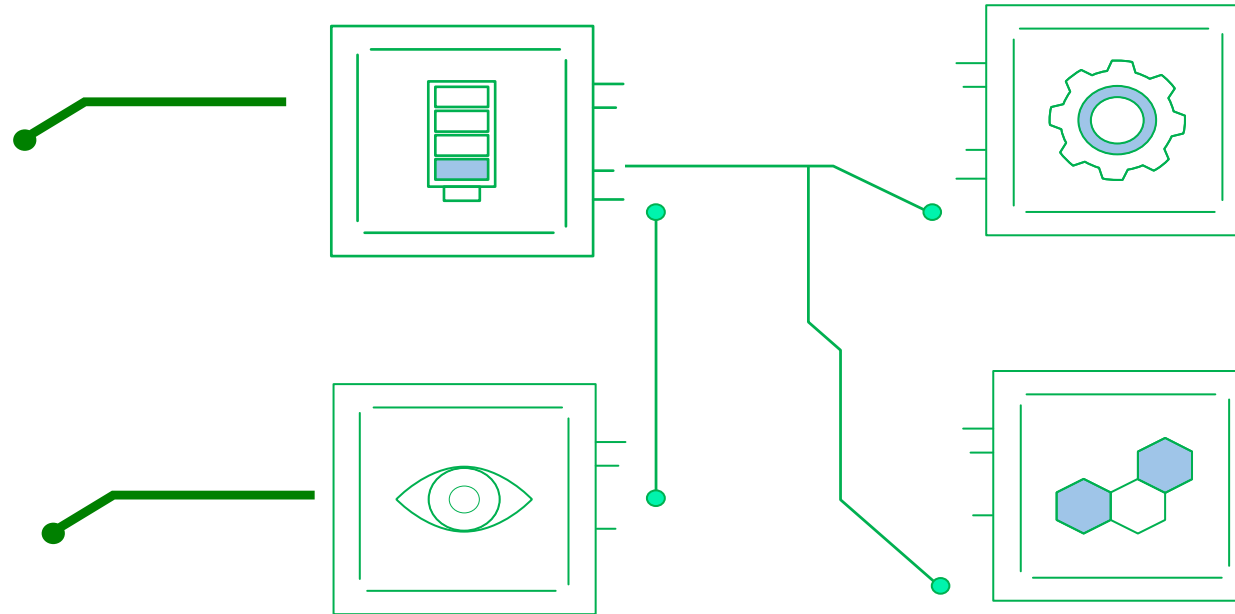


# The company



# The convenience

**Pre-buy  
Post-buy**



**Less is more**

**Remove  
uncertainty**

**Online, at  
your doorstep**

# Thank you!

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