

Current situation and solutions for developing ATM card service provision at Vietinbank Thai Nguyen branch

Ta Thi Anh

Abstract: In the increasingly prevalent digital economy, the provision of ATM card services has become an indispensable factor in the banking system. This topic aims to analyze the current operational status of ATM card services at Vietinbank Thai Nguyen branch and propose effective development solutions. Through research, the goal is to improve service quality, enhance customer experience, and strengthen the bank's competitiveness. The research method combines analysis of actual data with evaluations from experts. The expected results will provide essential information for management to make appropriate strategic decisions, contributing to the advancement of ATM card operations at the branch.

Keywords: ATM card, Vietinbank, Development solutions, Service activities, Thai Nguyen branch