

A Deep Dive into the Trajectory and Transformation of Fintech in Colombia Through the Case of PTM Colombia – A Secondary Publication

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Abstract: This research focuses on analyzing and understanding the evolution and impact of fintech companies in Colombia, using PTM Colombia as a case study, a company that has undergone a significant transformation from its beginnings as a provider of physical recharges to its current position as a comprehensive platform for digital financial services. The current research uses a qualitative descriptive approach and emphasizes understanding the perceptions and experiences in the field of Fintech in Colombia, particularly in the case of PTM Colombia. The study revealed that adaptability and customer orientation have been fundamental in the evolution of PTM, allowing the company to expand its range of services by actively listening to the needs of its users and adjusting its strategies accordingly. In addition, an accelerated and diversified growth of Fintech will be observed in Colombia, particularly in sectors such as credit and payments, driven by a constantly advancing technological environment and a regulatory framework that, although it presents challenges, also offers opportunities for financial innovation. This growth has impacted the traditional banking sector, which, instead of being replaced by Fintech, is finding new forms of collaboration and coexistence that benefit both parties and, above all, the end consumer. In conclusion, the study highlights how Fintech in Colombia, represented by cases such as PTM, is redefining the financial landscape through the adoption of advanced technologies, collaboration with traditional banking, and strong customer orientation.

Keywords: Financial technology; Financial inclusion; Fintech ecosystem; Financial transformation

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1. Introduction

Currently, the combination of technology and finance has changed the way monetary transactions and financial management are conducted globally. Financial technology, also known as “Fintech,” has been the driver of a revolution in how people, organizations, and governments handle money. In this regard, Zegarra *et al.* ^[1] argued that the efficiency of management and cost reduction are related to economic motivation, which somehow

generates a transition in the interests of each of the parties involved in economic transactions.

Regarding Fintech in Colombia, there has been a significant change in terms of financial inclusion, market competition, and business innovation. PTM Colombia stands out as a prominent example in this changing context, demonstrating both the advantages and obstacles that characterize the Fintech industry in a developing economy. To understand how these innovations are reshaping the country's financial ecosystem, this project focuses on unraveling the trajectory of Fintech in Colombia, with a particular focus on PTM Colombia.

In the case of Colombia, the country has shown a great willingness towards innovation in the financial sector, as it has understood the importance of adapting to technological changes and the challenges faced by poor resource management; but also, as stated by Pereira *et al.* ^[2], financial education programs are useful because they educate people about the harmful effects of impulse purchases, making it necessary to implement programs for users to transition properly to these types of technologies.

However, the progress of this ecosystem has faced difficulties due to the need to advance through a developing regulatory framework, initial consumer mistrust, and the requirement for robust cybersecurity infrastructures, as supported by Rentería *et al.* ^[3], Fintech providers have low levels of regulation in some countries.

In reality, the growth and adaptation of Fintech in the country have been driven by these challenges. According to Caballero Fernández *et al.* ^[4], laws change faster than technology, but it is crucial to maintain a balance between the two, as otherwise, adaptation to new technological tools may be compromised. Understanding the situation of PTM Colombia not only allows for examining achievements and changes within an organization but also shows the reality of a sector in constant transformation and facing regulatory challenges.

PTM Colombia has become one of the prominent organizations in the nation's Fintech sector. Its experience represents the shift from conventional financial services to more equitable and effective digital solutions. This analysis is aimed not only at academics and professionals interested in the economic and social effects of Fintech but also at policymakers and other stakeholders who are shaping the future of regulation and the promotion of financial technology in developing economies.

To address the complex issue, it is essential to understand the situation before the introduction of Fintech in Colombia. In the past, large banks and institutions dominated Colombia's financial sector, many of which operated under rigid structures and lacked the capacity to innovate in their systems. Rigidity was reflected in limited access to financial services for a significant portion of the population, particularly those living in rural areas and marginalized communities. According to Molina ^[5], banks are beginning to create plans to adapt to change by fostering partnerships in various forms with Fintech companies. Therefore, Fintech emerges in this context as a disruptive and promising means to close these gaps, offering more accessible and user-focused services.

According to Noya ^[6], Fintech companies have had and will continue to have a significant impact on the concept of financial inclusion. In Colombia, the emergence of Fintech companies coincided with a period of rapid digitization and increasing use of the internet and mobile devices in daily life, which accelerated such incorporation. This set of circumstances facilitated the emergence of innovative solutions, allowing Fintech companies like PTM Colombia to use technology to market financial products that were significantly more equitable and user-focused.

Despite its managerial position, to adapt and thrive in a market accustomed to conventional financial transactions and services, more than simply introducing technology would be required; a reconfiguration of the country's financial thinking would be required, as stated by Blasco ^[7], the technological spectrum becomes

increasingly important to create the user experience and collaborate with the ecosystem of partners and collaborators.

The purpose of this study is to thoroughly analyze the evolution and impact of Fintech in Colombia, using PTM Colombia as a case study to examine broader issues related to technology, regulation, competition, and consumer adoption in the financial sphere, as from McMillan's perspective ^[8], a banking stampede can trigger a series of events that disrupt the functioning of the traditional financial system. This work seeks to provide a deep understanding of how Fintech is changing the face of finance in Colombia and, in particular, how PTM Colombia has navigated through this constantly changing landscape through a combination of policy analysis, market studies, and social and economic impact assessments.

Finally, this article highlights the mechanisms through which financial technology is redefining access, use, and management of finances in emerging contexts, by delving into the trajectory of PTM Colombia and the broader Fintech ecosystem. Furthermore, it fosters a crucial discussion on how the state, civil society, and market participants can work together to promote a fairer and more inclusive financial sector, as well expressed by Roa *et al.* ^[9], financial services demanded by households and businesses, as well as the supply of these services by financial institutions, have an impact on financial inclusion. The example of PTM Colombia demonstrates not only innovation and resilience in a dynamic and competitive market but also serves as a reflective guide to understanding the obstacles, achievements, and future of the Fintech revolution.

2. State of the art

Fintech represents a convergence between technology and financial services, leveraging technological advances such as artificial intelligence, blockchain, and mobility to offer more agile and accessible financial services. In this regard, Valbuena ^[10] pointed out that traditional approaches are not adequate to address science due to its evolution. This phenomenon has been studied worldwide and has led to a reevaluation of traditional business models in the financial industry.

The personalization of services, fraud detection, and investment management with an unprecedented level of accuracy were made possible thanks to artificial intelligence, which can analyze large amounts of data in fractions of a second. Conversely, blockchain provides revolutionary transparency and security, transforming everything from identity verification to the traceability of complex transactions.

However, this change is not solely due to technology. Customer expectations have also changed. Accustomed to immediate personalization in other aspects of their digital lives, they began to demand the same from their financial experiences. As expressed by Ferré *et al.* ^[11], with the increase in competitiveness and aggressiveness in all markets, the role of the consumer, which was previously unimportant, is gaining importance today.

Meanwhile, conventional financial entities found themselves in a difficult situation. Many people saw these new technological companies as a direct threat to their traditional business models. However, others seized the opportunities and began to adapt, allowing them to adopt new technologies or establish alliances with these emerging Fintech companies.

As Fintech companies increased in number and power, regulatory and governance issues emerged. The agencies responsible for overseeing the financial industry faced the dilemma of how to protect consumers, ensure the stability of the financial system, and at the same time allow for growth and innovation.

In this changing environment, one thing became clear: Fintech was not just a temporary trend. They were here to stay, redefining not only how finances are managed but also how technology and innovation can be used

for the greater good, making the financial world a more inclusive, efficient, and transparent place for everyone.

At a global level, numerous studies have been conducted on the evolution of Fintech and its impact on various economic and social aspects. Rapid growth in Fintech investment and consumer adoption of its services has been observed. However, there are gaps in understanding how these specific developments apply to the Colombian context.

At the national level, although research on Fintech in Colombia has been conducted, a more comprehensive assessment of its evolution and impact is needed. Existing studies focus on specific aspects or sectoral analyses, but few provide a complete and up-to-date view of the overall Fintech situation in the country.

Globally, the Fintech revolution has captured the attention of researchers and professionals alike. The transformation that Fintech has brought to the financial sector is well documented, with studies such as Schueffel's ^[12] highlighting how these innovations have reconfigured the banking experience to offer more personalized and efficient solutions. Additionally, Arner, Barberis, and Buckley ^[13] underscore how investment in the Fintech space has experienced astronomical growth in the last decade, reflecting market interest and confidence in these innovations.

However, when focusing on Latin America, and specifically on Colombia, the literature becomes somewhat scarcer. Although there are studies, such as Velasco's ^[14], that have focused on aspects such as Fintech regulation in the country, often these analyses do not address the entirety of the Fintech landscape in Colombia. In fact, a study by Gómez, Hernández, and López ^[15] examines the potential of Fintech in financial inclusion in Colombia, but there are other fundamental aspects, such as the relationship with traditional banks and the socio-economic impact, that still need to be explored in greater depth.

The lack of a complete and up-to-date view of Fintech in Colombia necessitates further research that takes into account the particularities of the Colombian context.

3. Methodologies

This research adopts a qualitative descriptive approach, emphasizing the interpretation of perceptions and experiences within the Fintech field in Colombia, particularly focusing on the case of PTM Colombia. Through a cross-sectional design, this study delves into a deep understanding of the attitudes and opinions of the target market, reflecting their current perspective on the evolution of Fintech and the defining role of PTM Colombia in this transforming landscape.

The central purpose of this research is to identify the evolution and impacts generated by Fintech in Colombia, using PTM as a microcosm to explore and generate new insights about the broader Fintech ecosystem. This approach allows for a detailed inspection of the conditions, adaptations, and trends characterizing the Fintech sector, shedding light on both PTM's specific strategies and the external influences of the market and regulatory environment.

To capture the essence of these dynamics, the research methodology focuses on descriptive analysis, invoking interpretations based on participants' responses. This strategy is crucial for unraveling the historical and current evolution of Fintech in Colombia, especially through the experiences and projections of PTM Colombia. The core of this methodology is capturing authentic perceptions, providing a window into the lived reality of those at the heart of the Fintech industry.

The fieldwork, therefore, is based on a series of specialized interviews designed to delve into the individual and collective experiences of selected participants. These conversations aim to extract critical insights, interpretations, and personal evaluations, all of which are fundamental to addressing the research from a holistic

and contextual perspective. Through these interviews, the aim is to elucidate the position and perception of PTM Colombia, one of the prominent players in the Colombian Fintech space, evaluating its impact and trajectory to understand the current state and potential of Fintech in Colombia.

The research instrument, consisting of 15 comprehensive questions, delves into various topics within the Fintech spectrum, each crucial for achieving the research objectives. These questions are meticulously curated to provoke deep reflections, informed responses, and meaningful discussions that can contribute to the robustness of the research.

- (1) How did the idea of creating a Fintech company come about?
- (2) What kind of information did you have about Fintech considering that it was a new and innovative topic?
- (3) What is your perception of the evolution of Fintech in Colombia?
- (4) What do you think is the future of traditional banking in Colombia?
- (5) How would you describe the company's business model and what are its main products and services?
- (6) What is the company's target audience and how does it differentiate itself from the competition?
- (7) How does your company manage the risks associated with the financial products or services it offers, including the financial information of its clients?
- (8) What is your policy for refunds or reimbursements in case of errors or unauthorized charges?
- (9) What are the company's future plans for growth and expansion?
- (10) What kind of professionals are needed for this type of project?
- (11) Is there a synergistic work with other organizations? How is it carried out?
- (12) How do you currently perceive the Fintech market in Colombia?
- (13) What type of Fintech services are most needed or required by users today?
- (14) Is there a feedback system where the company can learn from its users?
- (15) Are goals created according to market needs or the organization's needs?

The methodological strategy is developed in several phases to ensure a coherent and structured execution, each contributing to the integrity of the final study.

Phase 1: Consists of a comprehensive documentary review, analyzing previous studies and existing literature on the Fintech ecosystem in Colombia. This phase establishes a solid framework, informing the subsequent steps of the research with relevant insights and contexts.

Phase 2: Focuses on the collection of primary data, where a specialized interview instrument is designed and applied. This phase meticulously considers logistics, including participant selection, interview environment, and preparation regarding the domain of the topic to be addressed.

Phase 3: Involves the consolidation and synthesis of the gathered information, transforming raw data into valuable insights. This process includes qualitative analysis, identification of emerging themes, and data triangulation to ensure validity and reliability.

Phase 4: Culminates in formulating conclusions derived from the research. This final segment not only recapitulates the findings but also opens up space for recommendations and reflections, pointing towards future research and practical applications in the sector.

Through this approach, the research aims to significantly contribute to the existing body of knowledge, providing fresh perspectives and strategic guidance for the continued development and innovation in the Fintech space.

4. Results

The interview with the Manager of Fintech PTM Colombia yielded the following results based on the development of the instrument:

- (1) How did the idea of creating a Fintech company come about?

“Our story is actually a very nice one. This is a family company, a company that was born in 2004, that is, Fintech was not yet booming, it really started like many companies in the world, with the topic of recharges, so it was the sale of physical cards, and well, that’s how it started, over time we evolved and started to have a platform where the recharge was virtual and we connected with partners. Then we started to understand that those partners (businesses) needed other services, so we started to involve new services on our platform.

It was something that happened over time, but we have taken this exercise very seriously and we work more and more to strengthen that ecosystem of our businesses, and it has a higher purpose of improving the lives of everyone we interact with, and for that, we have very interesting things indeed. We currently have a lot of services that improve the life of that business and that of course generate significant profit for the business. We offer a free profit to a business that has our entire portfolio and can earn 1,000,000 pesos monthly, which is very interesting for them, it is the combination of many things, we bring 20% to 30% more traffic to that business that people going to buy, we facilitate payment methods as accessing a payment method in this country is expensive. So it was born with recharges and we got involved with these businesses and that community of that business that needed it.”

- (2) What kind of information did you have about Fintech, considering it was a new and innovative topic?

“Actually, Fintech companies have been evolving for a significant time worldwide and also in Colombia for a few years. As I was saying, for us, it was a transition, like coming from a series of things and realizing that we are really here. But it has led us to take charge of understanding much more about what is happening in the world and in the Colombian market, to continue developing that ecosystem of commerce. So, what kind of information did we have? At first, not so much, but then we started to research and reference many platforms from around the world, Kenya, India, China, the United States, and here in Colombia. We also increasingly participate in different spaces of the Fintech ecosystem to continue evolving in that ecosystem. That has been our exercise, an exercise of constant learning about what is happening not only in Colombia but in the world and seeking what our clients really need.”

- (3) What is your perception of the evolution that Fintech has had in our country?

“I believe that the evolution has been enormous; our country has experienced tremendous growth. There are sectors, there are points within the Fintech sector that have seen greater growth, precisely due to customer demand. I think all aspects of lending or credits, all aspects of payments, have also seen tremendous growth, not only personal credit but also credits to microenterprises and companies. Now there are emerging companies that seek well-being and other companies like Insurtech companies that are emerging with all the insurance companies. We are experiencing significant growth; neo-banks have entered, and new banks have entered to play, but of the Fintech type, many of them have gained strength like Nequi, Daviplata, and others that have entered the market like Nu, so it is a market of broad growth that is impacting many sectors of society where traditional banking did not reach in such an efficient way.”

- (4) What do you think is the future of traditional banking in Colombia?

“I believe that banking is evolving hand in hand with Fintech, and Fintech is accompanied by banking.

That is, I do not believe it will disappear; it will continue to exist, it is transforming. Even precisely in that transformation, in that need for the environment, the ecosystem is asking for different things, so the banking industry has also understood that. Many have allied with Fintech, others have created business units, even new companies that are geared towards that new market and facilitate reaching it differently. But I think it is a sector that is gradually transforming many of its products, but it will continue to maintain and grow. Of course, they have also understood the importance of Fintech and are investing in them, creating new ones, partnering with many, or creating things.”

- (5) How would you describe the company’s business model? and What are its main products and services?
“We are a customer-oriented and customer-centered company, indeed, our business model has several channels, including a channel of completely direct or retail customers, we have alliances, and large companies with which we partner and provide services, such as recharge services. So, for example, you can be using the platform of a bank and say I need to recharge my phone and behind the scenes, it’s us actually providing that service, you only see the bank. We have another channel for us which are wholesalers and distributors, which are commercial forces that have networks around them of groups, of clients where they also bring our products and services but we have a very close relationship with them.

We have some very interesting products and services because we have different categories that cover the needs of both commerce and the people that commerce deals with. So, we have financial products, banking correspondent services, collections, remittances (international transfers), bill payments, and working capital for our customers directly without validation from risk centers, which has allowed access to people who are not so interested in the financial sector, but we understand how they behave, we understand what happens in their ecosystem, and that’s why we have our own models made with AI, which allow us to better understand what happens with those clients and offer those products.

We also have all the issue of recharges, we have entertainment topics, we have recharges for sports betting, compensation funds, prepaid energy, there is a super broad portfolio of services that cover many of those needs, that the ecosystem, that people in the neighborhood have, that simply go two steps, to two houses from theirs to the store and solve all those needs when before if you were in a neighborhood far from the center, you had to spend on transportation, go down, endure a thousand things, now it’s two steps, and I’m where my neighbor whom I know and can get a countless number of services to meet these needs.”

- (6) What is the company’s target audience? and How does it differentiate from the competition?
“Look, our target audience and the center of what we do are the businesses, we serve different types of businesses. When we talk about businesses, we are talking about the neighborhood store, the minimarket, the hardware store, the drugstore, I mean, any type of small/medium business in the country. How do we differentiate ourselves from the competition? I think there are many elements that differentiate us, among those is the development of a broad ecosystem, I mean when you go to look, many of the companies that can have a service platform do not have the portfolio that we have, but we continue to develop that portfolio.

I think there is another differentiating element. For all the products that I just told you about, we have banks that are not on a single platform, for example, Bancolombia and Nequi no one else has them together, we offer some products where we do not validate, where we understand that person and that commerce and from there we can make an offer, it’s not even that he comes and tells me, but look, I know you and I offer you this, are you interested? so it’s different, and we continue to work on many things that we hope will be perceived soon, and as I was telling you just now, payment methods,

recharge methods that are completely free for the commerce.”

- (7) How does your company manage the risks associated with the financial products or services it offers, including the financial information of its clients?

“All our information complies with all information security policies, risk policies, technical management, separate servers for what corresponds, we have all the customer information, we store that information with all the respective security standards.”

- (8) What is the refund or reimbursement policy in case of errors or unauthorized payments?

“Well, within what we have, many of these situations do not arise for us, that is, there are points where there are failures in a transaction, what our clients do is call our customer service line and they are assisted there, depending on the type of product and need, there are service level agreements, those agreements are informed to the client and the client knows that at that moment they receive their response, that is, there is a clear means of reporting where he can report any situation and any claim and thus maintain the service level agreements. Everything depends on the type of product, not all can have the same type of response, some depend 100% on us, others depend directly on the entities, that’s the management we give them.”

- (9) What are the company’s future plans for its growth and expansion?

“We continue to grow, in Colombia, we have significant growth in points every month, we have a big evolution, we continue to develop new products, we already have international remittances, a product that we launched about a month and a half ago, we launch products thinking about the well-being of people, just recently a very interesting product, telemedicine assistance, that is, you can have an appointment with a doctor, in a virtual appointment, yes, but it facilitates not having to go to the emergency room, a lot of things... we keep launching products, we are developing new products and alliances, we are in Panama, we just opened Honduras, about two months ago, and we continue to think about how to keep growing in Central America or South America.”

- (10) What kind of professionals are needed for these types of projects?

“Well, here there are different types of professionals, actually look, here we have different types of professionals, we have industrial engineers, accountants, lawyers, economists, we even have an astronomer, who works on all artificial intelligence issues, we have mathematicians, obviously business administrators, people very oriented towards customer service, I really think this leads us to have a divergent environment of people with different ways of seeing the world to be able to make and generate transformation and innovation, here everyone contributes from their vision and in areas where you would say an astronomer, yes, an astronomer, so like all that leads us to see different things.”

- (11) Is there a synergistic work with other organizations? How is it carried out?

“Well, we have alliances with different companies, we really have important alliances, well with Tigo, Claro, many companies, with Bancolombia, with other banks, and those allies help us every day to continue building that ecosystem. Really constantly with them we build things, we build new products, we generate transformation, we think about connecting these clients and we go with them from their leverage, also from what they have that they can offer to make those kinds of things a reality, so I also think it’s a very synergistic work where we understand that those are our allies, we are allies, that we build together, we have even done super interesting workshops with different allies and what we do is see what we build, how we do it, and what that customer needs and how we reach them in a different way, and you do it in this traditional way but with us, we can do it differently, how we go with this different and simple way of doing things so that they also arrive there, and they facilitate and help us

facilitate all that financial inclusion issue.”

(12) How do you perceive the Fintech market in Colombia today?

“I think it’s very much associated with what I was telling you just now, I think it’s a market that continues to grow, a market that is undergoing a great evolution, now, we were discussing it a bit, and all this issue that Colombia has been developing important work on regulation, there are already some interesting articles that were approved recently, which will allow us to have relationships with China, Peru, Mexico and start seeing companies in a cross-cutting way in those countries, several projects are being worked on by the financial superintendent as well that regulate Openfinance and that will lead us to different things, to understand that people’s data belongs to them, and a lot of things that are being worked on in a super interesting way, making the data a little more synergistic, to complement each other and generate different things.

I think it’s a market that continues to grow, I think that more and more, today the greatest demand is around products, surely credit, payments and collections, all the insurance and welfare part will start to grow, as society begins to have more access to the basics of the financial system, such as credit, payments, also all the finance part, how can I insure myself, how can I have the best quality of life for myself and my loved ones with insurance, so I think that industry will also come in a growing little by little.”

(13) What type of Fintech services are most needed or requested by users currently?

“When you look at the Fintech ecosystem in Colombia, the majority of companies are focused on Lending (credits for individuals and businesses), followed by the entire payment sector. Those are the most used, the strongest, I think other sectors of Fintech are growing, as I was saying just now, all the software service issues, what does that mean? Some companies are dedicated to providing a whole layer, which we also have lines of that type where I give you a brand, a software that provides you with all financial services and you put a brand on it, but really behind it another company is providing all those services, that is called Software as a Service (SaaS), or software as a service for others.”

(14) Is there a feedback system where the company can learn from its users?

“Many, many, we really have been doing very cool things around how to learn from our customers, how to listen to them better, how to understand them better, we have a team that is in customer service but today we call it PTM experiences and it’s just, there, and I get some clients probably a hassle to deal with, that’s a reality, and that’s the client telling me ‘look, you didn’t do this right with me’ or ‘this, we can do better’ and there are other things. In addition to that, we also have channels but we also do very cool things, all our management team goes out to visit customers with a defined periodicity, and we go to the streets, we approach and hear painful things but also very good things about what we have done, about what we have achieved in many of these businesses, so that has made us much more sensitive to customers, to everyone, we take out all our administrative teams, it’s not the same a person sitting here, to a person who goes and sees a customer and speaks like a customer and says, these are, this is what they need, and they manage to develop what they do around the needs of that customer, we also conduct surveys constantly, we do focus groups, invite customers, listen to them, they talk to us, we have those means that have served us a lot.”

(15) Are goals created according to the market’s needs or the organization’s?

“According to the market’s needs, we establish goals very oriented towards our higher purpose, we develop KPIs, oriented towards how we get there. If you have your north clear, what is your purpose, why you do what you do, then you define how to achieve that, and what you need to measure to know if you are getting there to achieve what you expect to achieve. So it’s really oriented to my higher purpose,

oriented to my customers, what customers need from me, and based on what customers need from me, we establish objectives and the goals associated with those objectives, so that we effectively achieve this.”

5. Conclusion

PTM Colombia illustrates an impressive metamorphosis from its humble beginnings of physical recharges to becoming a pioneering force in the digital financial ecosystem. This transition not only reflects its ability to navigate a constantly changing technological landscape but also its vision to anticipate and respond to emerging consumer needs. Its platform, now a compendium of digital financial solutions, highlights the company’s evolution as a testimony to the power of constant innovation and reinvention in the Fintech space.

PTM’s trajectory is intrinsically linked to its commitment to customer satisfaction. Recognizing that resilience and relevance depend on the ability to adapt quickly to changes in customer preferences and needs, the company has instilled a culture of active listening. This culture has not only informed its expansion of services but has also fostered deeper and more reliable relationships with its business partners, establishing PTM as a preferred collaborator in the market.

The Fintech sector in Colombia has shown rapid growth and development, especially in areas such as credit and payment services. This increase is attributed to several factors, including the adoption of digital technology in the country, the growing demand for accessible and efficient financial services, as well as a regulatory environment that, although challenging, has presented opportunities for innovation. This upward trend signals a promising and unexplored future that could completely reshape how consumers and businesses interact and thrive.

Contrary to the notion that Fintech will replace traditional banks, there is an emerging trend towards symbiosis. Banks are evolving, adopting digital technologies, and establishing strategic partnerships with Fintech companies like PTM to expand their reach and enhance their offerings. This collaboration indicates a future where Fintech and banks coexist and work together, merging innovation with experience and financial stability.

PTM is distinguished by a holistic customer-centric approach, offering a diverse portfolio that addresses both the financial and non-financial needs of its clientele. This inclusive strategy allows customers to have a comprehensive financial experience, strengthening customer loyalty and positioning PTM as a comprehensive solution in a competitive market.

At the core of PTM’s operation is an unwavering commitment to customer data security. By adhering to strict policies and security standards, the company not only ensures the protection of sensitive information but also strengthens customer trust. This emphasis on security is crucial in a time when cyber threats are on the rise and consumer trust can be fragile.

PTM fosters a culture of continuous improvement, anchored in customer feedback. By prioritizing user opinions and experiences, the company allows itself to evolve with market needs, refining its services and proactively adapting to emerging trends. This cycle of learning and adaptation is fundamental to maintaining relevance and leadership in the Fintech space.

Operating beyond profitability, PTM’s goals are tied to effectively serving market demands and positively contributing to the Colombian financial ecosystem. This orientation towards a higher purpose not only guides its decision-making and innovation strategies but also cements its reputation as a driver of change and progress in the Colombian financial industry.

Disclosure statement

The authors declare no conflict of interest.

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