

## Resurs commissions Nordic survey into loyalty drivers among today's consumers

**Resurs Bank recently carried out a Sifo survey of consumers in the Nordic market. The survey was conducted in collaboration with Kantar and provides insight into what retailers should include in their strategies on order to match their offerings to today's consumer trends. Resurs will present some of the insights from the survey at Almedalen politician's week.**

Resurs has extensive experience of helping retailers achieve higher average purchases and generate loyalty-creating sales through innovative solutions that simplify purchase processes. One of Resurs's strengths is being a strategic partner in the transition that many retailers are experiencing today in terms of adapting their business to a new omni-reality whereby customers move between physical stores and online shopping. To continue to offer the right solutions to its retail partners, Resurs wants to gain deeper insight into the current drivers of customer loyalty.

*"We have always worked to help our partners conduct loyalty-creating sales. Based on the changes that digitisation and omni-retail have had on our consumption patterns, we want to challenge the theories that we have pursued for many years to see whether they are still valid. Moving forward, we can also see that the survey will help Resurs capture a clear position in the field of customer loyalty," Anette Konar Riple, CMO at Resurs Bank.*

The Resurs survey was carried out in collaboration with Kantar Sifo and resulted in insight in to the drivers behind loyalty in such industries as home electronics, clothes/footwear and DIY/gardening. These are some of the industries in which Resurs already possesses extensive experience and now wants to gain even deeper understanding of what is driving customer loyalty. Almedalen politician's week will be the first time that Resurs presents some of the insights identified and those interested can already sign up to receive more news from the Resurs Insights newsletter.

*"We are looking forward to sharing interesting and exciting insights through our new Resurs Insights venture. We will present some of the first insights during the Almedalen politician's week where we will also be participating in a panel debate about the very subject of customer loyalty. We can already see that the survey will help inspire interesting and valuable discussions on what is driving loyalty and what retailers should think about in their strategies and offering to create the best conditions for securing regular customers," concludes Anette Konar Riple.*

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**Welcome to the panel debate "who will win the retail sector's battle for loyal customers" in Almedalen, Gotland, Sweden on 3 July.**

Anette Konar Riple, CMO at Resurs Bank will be interviewed by Johanna Allhorn, Editor in Chief of Ehandel.se, on Wednesday, 3 July at Stenklivet 5, at 4:00 pm about our Nordic survey on loyalty drivers among today's consumers. The interview will be followed by an enthralling panel debate: **From membership card to Facebook tribe – who will win the retail sector's battle for loyal customers?** The following panellists will take part in the debate: *Anette Konar Riple*, CMO at Resurs Bank, *Joachim Lindström*, CEO of Ideal of Sweden, *Patrik Rees*, founder of Bygghemma and *Markus Lindblad*, Head of External Affairs at Snusbolaget.

**ABOUT RESURS BANK**

Resurs is a Nordic niche bank that offers leading payment and financing solutions for the retail industry and its customers. We help companies and private individuals with lending, saving and payments. With more than 40 years of experience in the retail sector, we make shopping online and in stores quick, easy and secure. We focus on the customer experience and make good things happen and the hard feel easier. We have about 5.9 million private customers and more than 700 employees in the Nordics.