

Gekås Ullared chooses Resurs Bank as a partner for a new card and payment solutions concept

Gekås Ullared shopping destination has chosen Resurs Bank as a partner for the next step in card and payment solutions, with a focus on the shopping experience and increasing conversion throughout the entire customer journey. The transition to the new card and payment solution will take place during the first quarter of 2021.

Resurs is partnering with Gekås Ullared shopping destination, which is taking its card and payment solutions to the next level. Resurs will develop the existing card concept to offer new, improved benefits and the market's most popular payment options.

"We are incredibly pleased that we have been trusted to work with Gekås Ullared, who we consider a true icon of Swedish retail. We look forward to being an active partner in Gekås's investment in a sales-driven customer journey and increasing the number of loyal customers. With our help, Gekås will also be able to work with more advanced CRM to develop tailored customer communication that will strengthen customer relationships as well as the business's brand," says Anna Nauclèr, CCO, Resurs Bank.

Gekås is currently Sweden's most popular visitor attraction and besides the well-known store, includes a hotel, a holiday village, camping, restaurants, activities and events. Ullared attracts visitors from all of the Nordic countries and the store had 4.9 million visitors in 2019 who spent a total of SEK 5.6 billion. Resurs Checkout will be integrated into both the store and the digital accommodation bookings.

"We're ready to take the next step in our digitisation journey and we look forward to doing so in close cooperation with Resurs, who has both digital expertise and extensive experience in online retail. We'll be updating the *Shoppingkortet* credit card, which currently represents an increasing share of our total sales. Working with Resurs Bank will allow us to continue to develop our business, improve the customer experience and strengthen our brand," says Boris Lennerhov, CEO, Gekås Ullared.

The new partnership will begin in the spring and Gekås Ullared will inform existing card customers of any changes well ahead of the launch and start-up.

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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 a customer base about 6.2 million private customers.