

Resurs Bank to launch the Merchant Portal sales platform at a Nordic level

Following positive feedback in Sweden and Denmark, the Resurs Merchant Portal sales platform is now being launched across the entire Nordic market. Merchant Portal is based on Resurs Bank's omni concept in which the sales platform acts as the hub for managing all sales channels, making daily operations more efficient for Retail Finance partners.

- It is very exciting that we are now able to offer Retail Finance partners an integrated sales platform that simplifies business and creates value for their Nordic operations. Merchant Portal offers partners that serve several markets in the Nordic Region smart solutions that enable them to locally adapt their Nordic businesses to each market. The user interface has the same appearance regardless of shopping channel, which means that our partners can offer the best possible user experience and are therefore better equipped to meet customer expectations, says Anders Engstedt, Development Director Payment Solutions.

Merchant Portal has been available for retailers in the Swedish and Danish markets since 2018, and has been tested as a pilot project in Norway and Finland during the autumn. The platform is now being fully rolled out across the Nordic market. The platform does not require any business system integration, providing the user with simplicity and accessibility. Aside from offering various payment alternatives for sales and the return of goods, the platform also comes with e-commerce transaction overviews, live chat with support and sales insights with the aim of optimising daily sales and efficiency.

The optical chain Synsam Group is one of Resurs Bank's many partners that has used Merchant Portal in Sweden and is now expanding the use of the sales platform across all its Nordic markets. The optical chain will be using the platform at the Nordic level from November 2020.

- We have used Merchant Portal in Sweden and can see the advantages of being able to offer a shared interface and managing our sales in the same manner across all our Nordic markets. This will help us develop our business more efficiently and with better coordination, says Andreas Sjöharald, Chief Commercial Officer, Synsam Group.

Read more about Resurs' payment options [here](#).

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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. Resurs have a customer base about 6 million private customers.