

Resurs Bank to become new payment solutions partner for Svensk Handel's members

Svensk Handel (Swedish Trade Federation) has chosen Resurs as its partner for payment solution offers for its members for stores, e-commerce and omni-retail. The parties have jointly put together a concept that will enable Svensk Handel member companies to offer their customers rapid, secure and convenient shopping experiences, regardless of channel.

Resurs Bank will now be the partner of Svensk Handel for its most recent payment solution offers to members. Resurs has extensive experience of helping retailers achieve higher average purchases and generate loyalty-creating sales through innovative solutions that simplify purchase processes. With this partnership, Svensk Handel's members can enjoy attractive offers that will help increase average purchases and also create conditions for greater customer loyalty.

“We are pleased that Svensk Handel has chosen us to offer its members a payment solution that meets the needs based on today's consumer trends. With Resurs Checkout, retailers' customers can move seamlessly between different shopping channels and make use of the most popular payment method in the market. Our payment solution also gives retailers the opportunity to profile their own brand, which we see as being strategically important for creating a customer journey that helps strengthen customer loyalty,” says Andreas Andersson, Sales Manager Retail Finance, Resurs Bank.

Svensk Handel, which represents the Swedish trade and commerce sector in wholesale, retail and e-commerce matters, has about 10,000 member companies. It thus needs to offer its members relevant and attractive offerings that can increase sales and strengthen competitiveness.

“We always endeavour to offer our members the best solutions in the market. With Resurs's payment solution, many of our members will have the opportunity to further enhance their business concepts for stores, e-commerce or both, particularly given the change that is currently under way in the retail sector,” says David Abresparr, Marketing Manager at Svensk Handel.

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ABOUT RESURS

Resurs Holding (Resurs), which operates through the subsidiaries Resurs Bank and Solid Försäkring, is the leader in retail finance in the Nordic region, offering payment solutions, consumer loans and niche insurance products. Since its start in 1977, Resurs Bank has established itself as a leading partner for sales-driven payment and loyalty solutions in retail and e-commerce, and Resurs has thus built a customer base of approximately 6.0 million private customers in the Nordics. Resurs Bank has had a banking licence since 2001 and is under the supervision of the Swedish Financial Supervisory Authority. The Resurs Group operates in Sweden, Denmark, Norway and Finland. At the end of the second quarter of 2019, the Group had 777 employees and a loan portfolio of SEK 30.3 billion. Resurs is listed on Nasdaq Stockholm.