

Elkjøp Nordic chooses Resurs for their Finnish electronics chain Gigantti

Gigantti, the Finnish part of the Nordics' largest electronics chain Elkjøp Nordic, chooses Resurs for financing solutions for its customers both in store and online.

Gigantti is Finland's largest retailer of home electronics with 42 stores on the Finnish market in combination with a well-developed e-commerce solution at gigantti.fi. Gigantti's vision is to "help everyone enjoy amazing technology", and Resurs' financing solutions will contribute to this objective.

When Gigantti now chooses Resurs, they do so to be able to offer customized financing solutions in both physical stores and online.

– Among the decisive factors that made the choice ultimately fall on Resurs is their commitment to modern and flexible solutions for both us and the customer. We look forward to a successful and long-term collaboration with Resurs, says André Omdahl, Category Director Financial & Commercial Services at Elkjøp Nordic.

– When assessing which bank partner to use for the future, we had to perform a thorough assessment of quite a lot of banks. We found that Resurs is working in a very similar way as we do. It's not just about finding a bank with the best commercial terms - it's also about finding a bank that matches with our technology stack, our mindset and our people, says Kristian Tovsen, Head of Financial Services at Elkjøp Nordic.

– This is a strategically important agreement for Resurs to really position us as a first choice for sustainable financial solutions in the Nordics, says Sofie Tarring Lindell, interim CEO at Resurs.

Together with Gigantti, Resurs has looked over the entire customer journey to be able to offer the individual customer exactly the financing solution that suits them. Resurs' solid experience in tailoring partner solutions for partners who operate in both physical stores and online has been an important part in establishing the collaboration with Gigantti.

– We work intensively to optimize the customer journey, and with our solution we expect that Gigantti will be able to convert more customers to purchases. The collaboration is long-term and with continuous optimization, we are certain that we will be able to offer a solution that is at the forefront, says Mattias Ekman, Chief Commercial Officer Corporate at Resurs.

– We look forward to the launch of Resurs as part of our payment solutions offering and have great faith in success. Resurs is already familiar to many Finns, and brings a wider range and new options to our customers, says Niko Sandström, Managing Director at Gigantti.

MORE INFORMATION

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ABOUT GIGANTTI

Finnish Gigantti is part of the Norwegian Elkjøp group, which is owned by the English home electronics chain Currys plc. In addition to Gigantti, the Elkjøp group also includes Elgiganten in Sweden, Elkjøp in Norway and Elgiganten in Denmark.

ABOUT RESURS

Resurs is a leading bank in the Nordics with a simple philosophy: we want to create balance in people's personal finances. On that foundation, we develop offers and services within loans, savings and payments for retail and e-commerce that are based on people's everyday lives, and that will create long-term value for our customers and for society. Today, we have a customer base of slightly more than 6 million customers and 650 employees in the Nordic region.

Attachments

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