

## Webhallen chooses Resurs for both e-commerce and stores

**Webhallen is one of Sweden's leading retailers of hardware, home electronics, games and movies. With the collaboration with Resurs, Webhallen can make its products available to more people by offering its customers partial payment and invoice options both in store and for its e-commerce.**

Webhallen's many years of hardware and gaming enthusiasm is the winning concept in their business. To ensure that the customer gets an even better customer experience in physical stores and online, Resurs' offer became the obvious choice.

– We chose Resurs because their solution best suits our customers' needs for simple and secure payment solutions, says Anders Torell, CEO at Webhallen.

The fact that Resurs can offer a strong omni offer for both physical store and online has been a strong reason.

The collaboration means that Webhallen offers its customers Resurs payment options in their checkout, which makes it possible for Webhallen to own their customer data and customer journey completely. The opportunity to strengthen relationships with current and loyal customers will be an important focus going forward.

– We envision a closely intertwined collaboration where we together can develop and refine the offer to Webhallen's customers. The fact that Webhallen puts such a big focus on its loyalty work suits us at Resurs, because we like to work closely with our partner, says Andreas Andersson, Commercial Director Corporate in Sweden at Resurs.

– We are proud of the collaboration with Webhallen. We have a long experience and deep understanding of the home electronics industry and bring valuable knowledge into the partnership. Together with Webhallen, we will deliver simple and secure customer experiences, says Sofie Tarring Lindell, CFO and interim CEO at Resurs.

### CONTACT

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## **ABOUT WEBHALLEN**

Webhallen Sverige AB was founded in 1999 and has grown to today be one of Sweden's leading retailers in hardware, home electronics, gadgets, games and film. Webhallen currently has 17 physical stores spread from Malmö to Uppsala as well as sales via e-commerce.

## **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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