

Resurs Bank and Payer are entering into a strategic partnership to develop subscription solutions for the Nordic retail market

There is a growing demand for payment solutions that contribute to the circular economy. Resurs Bank wants to offer its Nordic retail partners an end-to-end concept for subscriptions and has now entered into a strategic partnership with the fintech platform Payer.

The strategic partnership between Resurs Bank and Payer will develop a subscription solution for the Nordic retail market that gives Resurs' partners the ability to develop their business, customer contact and customer loyalty.

- Resurs' long experience in combination with Payer's API platform and its ability to develop complex payment processes creates a strong strategic partnership. We have a clear understanding of how a subscription solution should work based on our experience and studies we have carried out among our partners. We are convinced that we'll be able to offer the Nordic retail market a very attractive solution, says Anders Engstedt, Head of Product Development, Resurs Bank.

The subscription solution will provide Resurs' retail partners the opportunity to simply manage subscriptions and important functions such as lifecycle management, business intelligence and communication with subscribers. For consumers, subscriptions make consumption of products and services more flexible and enables better quality with balanced finances.

- We are very happy to enter this strategic partnership with Resurs Bank. We share a common vision of offering the retail industry innovative payment services that match current and future business areas, says Daniel Brännström, Director of Partnerships at Payer.

In the coming months, pilot solutions will be launched in early stages in Sweden and Denmark to quickly create market relevance with the pilot users' input.

MORE INFORMATION

Anders Engstedt, Head of Product Development, Resurs Bank, +46 736 61 20 39, anders.engstedt@resurs.se



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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 591 employees in the Nordic region.