

Swiipe chooses Resurs as a payment partner for its checkout solution

When the Danish company Swiipe, which offers payment and checkout solutions for e-merchants, needed to complement their existing checkout solution with a "buy now, pay later" solution, they turned to Resurs.

"It will be a true game changer for the Swedish e-commerce market", says Anders Riis, CEO at Swiipe Payments ApS.

For the past five years, Swiipe has provided web shops with revenue-optimizing payment services. The focus is on increasing the conversion and cart size of their 600 web shop customers while providing their customers with services that minimize the return rate. The collaboration with Resurs is expected to make the existing offer even more attractive for online stores on the Swedish market.

Through the collaboration, Swiipe can now offer its customers a comprehensive solution.

"The partnership with Resurs enables us to offer a complete "buy now, pay later" solution. Resurs' payment solution complements our offer, which makes it possible to increase the conversion rate and the basket size and minimize the return rate", says Anders Riis at Swiipe.

Resurs has many years of experience with payment solutions that give the customer flexibility in their choice of payment method. Resurs has also developed its own checkout, but the collaboration with Swiipe it strengthens our position in the Nordic market and broadens our opportunity to reach out to small and medium-sized companies.

"As part of our transformation journey, we see this as an opportunity not only to invest in our own products but also to expand for more partnerships where we can reach out to more merchants, as part of our offensive investment in e-com", says Mattias Ekman, CCO at Resurs.

MORE INFORMATION

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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 645 employees in the Nordic region.

Attachments

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