

# NEXER CASE GEARING UP FOR NEXT LEVEL E-COMMERCE







# CHALLENGE

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With 3,1 million visitors each month, Rusta.com is one of the largest websites in Sweden. With 4,5 million members in their customer club, Rusta reaches more than a third of Sweden's population each week. Being able to handle their great inflow of customers and visitors, which is constantly increasing, turned out to be one of Rusta's biggest challenges.



Varuhus & öppettider

Kundservice

Hållbarhet & kvalitet

Tips & inspiration

✓ Mycket för pengarna

✓ Snabba leveranser

✓ Betala med Klarna

Sök här

**RUSTA**

Favoriter

Club Rusta

Kassa

Hem & inredning Gör det själv Fritid Skönhet & hälsa Trädgård Jul 🌲



Kategori Rum Typ

Valda filter:

Rensa filter





# SOLUTION

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With no developers of their own, Rusta turned to Nexer Unified Commerce to help them with their digital journey and creating a new, stable and easy to work with e-commerce solution. The solution was built on Optimizely Commerce which provides Rusta with the advantages of both insights and ease of use.





“

BEING A PART  
OF RUSTA'S  
DIGITALISATION  
HAS BEEN A GREAT  
EXPERIENCE”

Tony Eriksson,  
Software Engineer at Nexer





# RESULTS

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With the development of their website and new e-commerce solution, Rusta can now create additional sales through new channels and meet their customers high demands. By taking the next step on their digital journey with Nexer's help, Rusta has made their website a pillar in their offer towards their customers.





NEXER CASE

# RUSTA & NEXER

