

# CASE STUDY

Family owned and operated Farm & Home stores with 7 locations across Missouri and Kansas use text messaging and digital loyalty kiosks to drive customer retention and increase Average Order Value.

Family Center Farm & Home has worked closely with iVision Mobile since 2017 to build and nurture their opted-in contact database with targeted offers, digital loyalty rewards, and more.

## ABOUT US

iVision Mobile is a 16 year veteran and pioneer of the mobile industry, providing powerful communications technology to 8,000+ businesses across a variety of industries, with an emphasis on brick and mortar retail, dining establishments, online retailers, healthcare providers, financial institutions, and more.

## FAMILY CENTER FARM & HOME

Founded in 1965, **Family Center Farm & Home** operates 7 locations across Missouri and Kansas, with their flagship store, Corporate Headquarters and Distribution Center located in Harrisonville, MO. Living up the moniker "The Everything Store," FC Farm & Home offers customers more diverse products and services than traditional "big box" stores.



**Family Center  
FARM & HOME**

## THE RESULTS

**60K+**

**Customers Joined Loyalty Program**

**19%**

**2022 Coupon Redemption Rate**

**122K+**

**2022 Customer Kiosk Interactions**