

CASE STUDY

BIG BOX RETAIL

Family Center Farm & Home drives retention and order value with texting and digital loyalty kiosks

Family Center Farm & Home · 7 locations in Missouri and Kansas

60K+

Customers joined loyalty program

122K+

Customer kiosk interactions in 2022

19%

Coupon redemption rate in 2022

2017

iVision Mobile client since

THE RESULTS

Family Center Farm & Home has worked with iVision Mobile since 2017 to build and nurture its opted-in contact database with targeted offers, digital loyalty rewards and more, driving customer retention and higher average order value.



Digital loyalty kiosks in store

Kiosks in its stores logged 122K+ customer interactions in 2022 and grew the loyalty program to 60K+ members.



Targeted offers by text

Targeted text offers to opted-in customers reached a 19% coupon redemption rate in 2022.

ABOUT FAMILY CENTER FARM & HOME

Founded in 1965, Family Center Farm & Home operates 7 locations across Missouri and Kansas, with its flagship store, corporate headquarters and distribution center in Harrisonville, Missouri. Living up to its nickname, "The Everything Store," it offers more diverse products and services than traditional big box stores.

TOOLS USED

- ✓ Digital loyalty kiosk
- ✓ Loyalty rewards
- ✓ Targeted text offers
- ✓ Mobile coupons

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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