



## First Data Loyalty Solutions for Small Business Help Mish Farms Compete With Larger Programs

- **CLIENT**  
Mish Farms Meat Market
- **CHALLENGE**  
Strengthen customer relationships through a loyalty program that is affordable, effective and simple to manage—to better compete with supermarkets and larger restaurants
- **SOLUTION**  
First Data Loyalty Solutions for Small Business
- **RESULTS**  
More than 500 loyalty members registered in the program's first six weeks; enthusiastic reception by both customers and employees

### → **Summary**

Mish Farms operates a family-owned specialty meat market and deli at its Western Pennsylvania farm. The owners recognized the potential value of a loyalty program, but found typical programs expensive and complex.

The First Data Loyalty Solutions for Small Business provided Mish Farms with the affordable, simple, end-to-end loyalty program it was seeking. Mish's program is tailored to the unique needs of both its meat market and deli (lunch) customers. It meshes seamlessly with First Data payment processing, and it provides a versatile database of customer behavior information to enable Mish to reach out to its most profitable customers with targeted promotions and offers.

Customers and employees alike have received the program enthusiastically, with more than 500 program registrations in its first six weeks.

## THE CHALLENGE

Located on a family farm in Western Pennsylvania, Mish Farms' operations include a retail meat market specializing in custom-cut, all-natural beef produced on the premises, plus a deli that serves sandwiches and hot lunches. The Mish family understood that it needed a loyalty program to help it compete with larger supermarkets and restaurants—loyalty cards have come to be something customers expect—but its initial efforts with an independent card provider proved expensive and difficult to implement. In choosing First Data, which already provided Mish's payment processing, the business sought an affordable, simple, effective solution that would level the playing field with larger competitors.

## THE SOLUTION

First Data's end-to-end Loyalty Solutions for Small Business gave Mish Farms everything it needed to get its program up and running quickly, affordably and effectively. The solution includes loyalty cards that work with the market/deli's existing POS terminals, access to a First Data Web site for collecting and tracking customer information, and automated management of the program's rewards, customer messaging and database—including customized reports.

Offers and rewards are tailored to Mish Farms' two different types of customers: one point per dollar spent in the meat market, with \$5 off the next purchase after 150 points; and \$3 off a lunch after 10 deli visits. Market purchases count as "visits," as well, so market customers earn both types of rewards. Likewise, money spent at the deli also counts toward points for meat market discounts. Customers get real-time rewards tracking with a personalized message on each receipt, listing points and rewards earned.

The solution automatically tracks customer spending and generates online reports to analyze customer behavior and plan future promotions or other business decisions.

"First Data makes the program affordable and simple, too," says owner Kim Guthrie. "The loyalty cards work with any kind of payment—cash, credit, debit—and all our loyalty information is included in our monthly payment processing statement."

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## THE RESULTS

The program has been received enthusiastically by Mish Farms' employees and customers alike.

"Our employees are happy to promote it," says Guthrie, "because it's so easy to implement. It takes just a few moments to enroll customers, and then remind them to use their loyalty cards when they check out. Our customers love it because it helps them save a little money. But I think they're even happier to know how important they are to us. I was surprised when we signed up our first 500 customers in just six weeks—I hadn't realized we had that many regular customers. Now we have even more customers asking us about the cards and encouraging one another to use them. Some lunch customers have little competitions to see who can get up to 10 visits the quickest."

Guthrie is also enthusiastic about the program's potential to reach out to cardholders. "We now have a customer database we've never had before," she says, "with postal and e-mail addresses, plus information on how much each customer spends. We can't afford mass mailings, but now we'll be able to reach out to our best customers with promotions designed especially for them. That's going to help our business a lot, and it makes me believe we can compete with anybody."

"First Data's program is affordable, it's simple, and our customers love it. **It makes me believe we can compete with anybody."**

– Kim Guthrie, Owner  
Mish Farms Meat Market Inc.