



como®


AP AccuPOS

VomFASS
Success Story



 www.vomfassusa.com

 Retail

 3 locations; 250 worldwide

 USA

VomFASS Raises Purchase Amounts by 186% with Precision Targeting

VomFASS is an international gourmet foods chain that specializes in high-quality oils, vinegars, and spirits. The three-store franchise in the western US nearly tripled sales to its loyalty program members by creating specific segments and then delivering the updates and product news they wanted to hear.

Goal

Get More Data to Effectively Target Customers and Boost Sales

As a high-end retailer that doesn't rely on sale events and coupons, VomFASS wanted to build loyal customers by keeping them informed about the company's organic, seasonal products and bringing them back to the store for tastings and experiences. But first, the company needed more

data about its widely varied customers in order to send each one communications they cared about. And it wanted to bring VomFASS into the digital world by getting those messages out via a mobile app.



186%

Increase in average purchase by members vs. nonmembers



60%

Of revenue generated from the 34% of purchases made by members



66%

Average increase in purchase amounts with joining gift redemption

Solution

Pushing Relevant Information to Customer Segments via Mobile App

VomFass found that Como had the perfect tools for achieving its business goals. With Como Sense seamlessly integrated with its AccuPOS point-of-sale system, it was easy for the company to automatically tag members according to purchases, such as oils and vinegars vs. spirits and liqueurs. Once members are categorized, VomFASS uses Como Sense to send them targeted messages via their mobile app, such as new product announcements and recipes.

The VomFASS app is helping build brand recognition and is getting a great reaction from customers, who use it to check their point balance, reach the online store, and scroll through to see upcoming events at the stores.

Loyalty Program Highlights



JOINING GIFT

Attractive glass bottle with oil or vinegar sample



POINT SHOP

Vouchers available to buy with accumulated points



TIERED VOUCHERS

Voucher discounts range from 6% to 10%

Success

Accurate Content Delivery Fuels Sales Growth to Loyal Customers

VomFASS' belief that informed customers are the best customers paid off. By sending the right content to loyalty club members, the company almost tripled their average purchase amounts. In fact, while members make only 34% of the company's purchases, they account for 60% of the company's revenue.

Customers are enjoying the company's app and being part of the new technology, which they now associate with VomFASS. Employees, too, have come on board now that they see the program's success and are highly motivated to promote the app, resulting in enrollments going up.

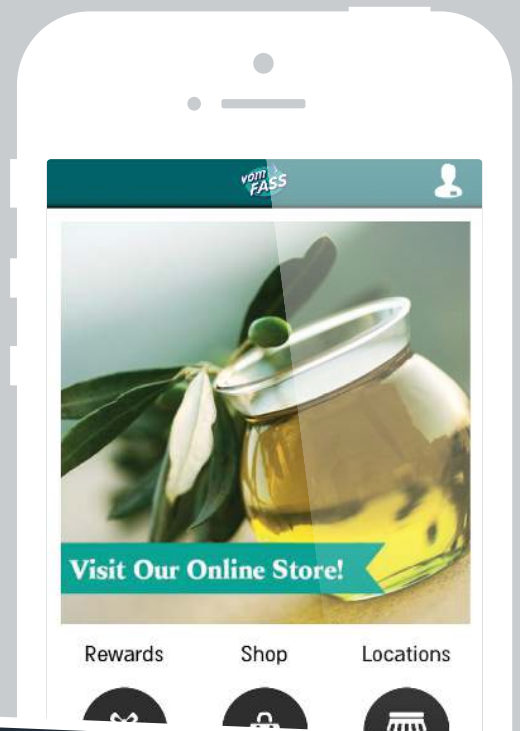
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With Como Sense, we can now separate people by what they buy and target info to them. That really helps our sales because we can focus our notifications about a seasonal vinegar or a new oil flavor to people who want those products. We're not sending the wrong message to the wrong people anymore.”



Kim Weiss

Owner, VomFASS Jackson Hole, Sedona, and Las Vegas



Contact us to find out how Como Sense can work for your business.



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