

EVERY. DROP. COUNTS. – DOUBLE!

SUCCESS STORY: MONROVIA NURSERIES, DANA POINT CALIFORNIA (USA) – CUSTOMER CARE

PROJECT

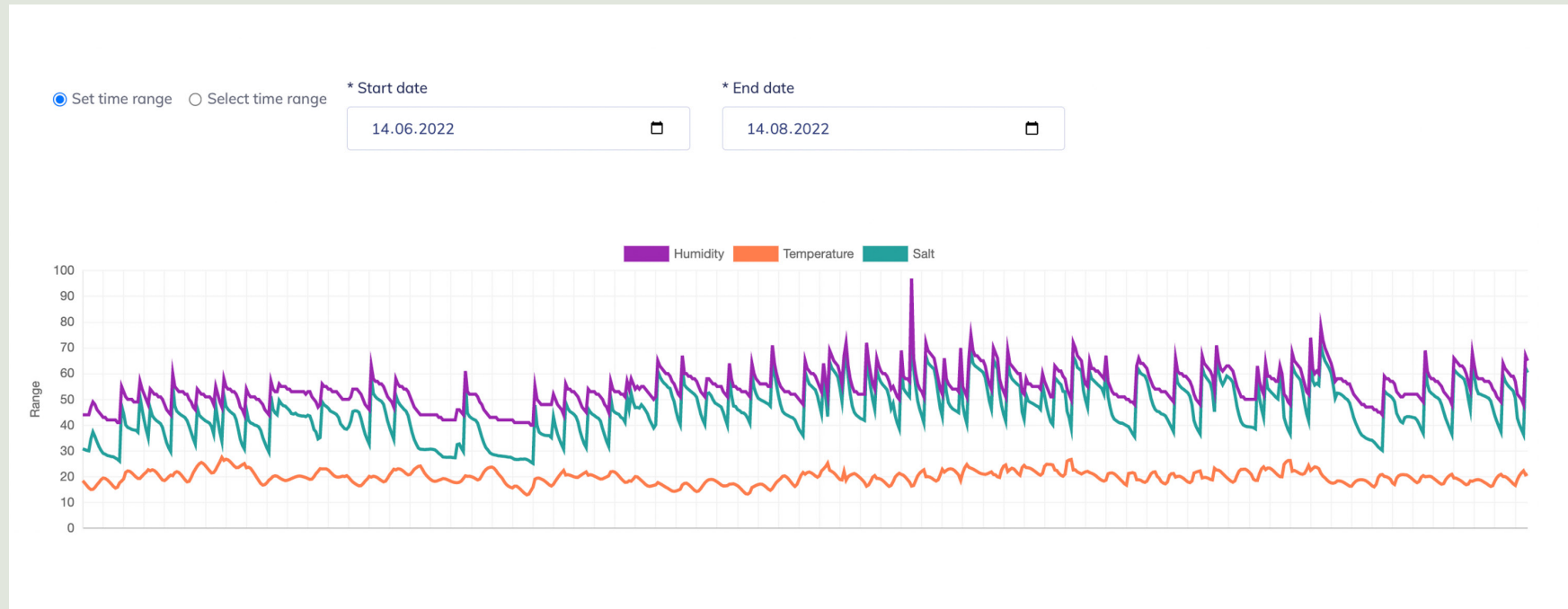
As one of the largest garden center chains in the U.S., Monrovia has planned a **loyalty program** by equipping all high-value plants with sensors to deliver active value to customers.

GOAL

To “**connect**” **customers and their plants**. To give timely and regionally appropriate advice that binds customers.

APPROACH

All plants valued over \$ 300 come with a sensor and qualify as **part of the active customer loyalty program** (with customer consent).



RESULT

Customer loyalty programs are optimized and customers with high-value plants can be advised in real time. Via the Florja CRM platform, it is possible to both **serve legal warranty claims** faster and offer **added value to customers** via services and products.