

**Bringing a Family Business Back : How KT Connections Assisted Freed's Fine Furnishings in Their Recovery**



## Client Profile

Since 1922, **Freed's** has been providing their customers with assorted services for the home and business, including window treatments, flooring, furniture sales, and design services.

Now, they have multiple locations that serve the needs of their customers, committed to providing customer service and care.

You can visit them online at [www.freedsfloors.com](http://www.freedsfloors.com), or call them at (605) 519-6299.

Sometimes, life can throw a wrench in things - a lesson that the folks at Freed's Fine Furnishings learned the hard way when a fire was discovered in their building. However, with the right solutions in place, Freed's was able to regroup and recover in less than a year - even making improvements to their processes. This success came as a result of their relationship with KT Connections, and allowed the almost century-old family business to persevere.

### The History

Freed's is a family business, first established in Nebraska in 1922. In the century or so since, it has moved to Rapid City, South Dakota, and branched out to include three retail locations, offering flooring, window treatments, and design services for both residential and business customers within 120 miles. These locations were Freed's Fine Furnishings, Furniture Mart, and an Ashley Home Store. Freed's provides employment to approximately 70 people through direct payroll, and also provides work for about 30 more as independent contractors.

On July 13th, 2017, an employee discovered the fire as they opened up for the morning. While the firefighters were able to quench the blaze, the interior of the building was a total loss along with all its contents. With the exception of whatever workstations they could save from the blaze, along with the server. However, the staff of Freed's knew that they needed to reach out to their customers and keep them apprised of the situation. To accomplish this, they needed assistance.

### The Solutions

KT Connections sprang into action, first by helping Freed's staff to set up computers and phones in a temporary location at Furniture Mart. This allowed Freed's to quickly communicate the news to their customers and things made right. Secondly, KT Connections assisted Freed's with rebuilding their phone, data, cabling and sound technologies, setting up their permanent location and centralizing their network.



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## About KT Connections

KT Connections is a South Dakota-based IT services company located in Rapid City. KT Connections offers comprehensive IT support and consulting to small and medium-sized businesses. Among their many offered services are security services, data services, hardware and software services, and business communication solutions.

With years of experience, KT Connections provides each of their clients with dynamic solutions, backed by certified expert technicians. KT Connections delivers solutions that create profitable business operations.

Located at:  
829 Quincy Street  
Rapid City, South Dakota 57701  
605-341-3873  
ktconnections.com



***"We have a very strong working relationship with KT Connections."***

***- Dustin Krueger, Partner/Owner***

As they did so, KT Connections also improved upon the processes used by what is now known as Freed's Floors, providing them with the technology needed to deal with each and every one of their customers on a daily basis by every employee. Furthermore, KT Connections has also assisted Freed's Floors in remaining compliant to various regulations and resistant against vulnerabilities, taking a proactive stance.

### Results

In this way, their partnership with KT Connections has culminated in Freed's Floors being able to be more efficient, more secure, and through their support, more focused on the business. In addition, the quick actions taken by Freed's with KT Connections' assistance have allowed Freed's to survive and thrive. Dustin Krueger, co-owner of the business, expressed how much he appreciates the fact that he can trust the entire team at KT Connections to give him an honest and correct answer, understanding where he is coming from as a business representative.

***"KTC does a wonderful job with figuring out the right solution for our business with the amount of information that needs to be stored and processed every day."***

***- Dustin Krueger, Partner/Owner***

If you're looking to form a partnership with an IT resource that will be there for you when the chips are down, reach out to KT Connections. Our expertise is here for you to lean on, just call **605-341-3873**.