



Tractor Supply: *Delivering Legendary Service with AI and Connectivity*

Challenge

As the nation's largest rural lifestyle retailer, Tractor Supply serves millions of customers across more than 2,300 stores. To maintain its reputation for legendary service, the company needed to modernize how employees accessed information, supported customers, and managed store operations. Traditional systems created inefficiencies and limited the ability to provide a seamless customer experience at scale.

Solution

Tractor Supply embraced innovation by launching a suite of advanced technologies designed to empower both employees and customers. These included "Hey Gura," the first generative AI virtual team member in retail, a mobile super-app for 52,000 employees, a custom real-time communications system, and a privacy-first computer vision solution. All of it is supported by a highly resilient edge infrastructure to ensure availability across every location.

Results

- More efficient team member workflows through a single mobile super-app
- Faster, more accurate customer support with AI-powered assistance
- Improved store operations and reduced downtime with real-time communications
- A consistent, high-quality experience across thousands of stores nationwide

Role of T-Mobile

T-Mobile connectivity underpins Tractor Supply's digital transformation. From powering in-store systems to enabling mobile platforms for employees, T-Mobile ensures reliable access to AI tools, communications networks, and edge infrastructure. This partnership helps Tractor Supply extend innovation beyond individual stores to the entire enterprise, strengthening both customer and employee experiences.

Impact

Tractor Supply has redefined the customer experience in rural retail. By pairing cutting-edge technology with T-Mobile's reliable connectivity, the company is proving that even the largest retailers can stay personal, efficient, and innovative while delivering legendary service to communities nationwide.

