



REVEAL CASE STUDY ROI in One Weekend

snøoze
— mattress co.

Store opens with customer experience in mind.

Snooze Mattress Co.
239 S Purcell Blvd
Pueblo West, Co USA

*“The best purchase made for my store by far. The XSENSOR system has made it easy for my customers and my sales team from day one. The **BEST PART**, it paid for itself the first weekend we had it through upsells and our ability to find the customer the perfect mattress”*

Summary

On Black Friday 2020 the first Snooze Mattress Co. opens in Pueblo, Colorado by mattress veteran Matt Smith. Wanting to create a shopping journey that will help his customers find the mattress that’s best for them, he sought out technology to help and discovered the REVEAL Mattress Recommendation system by XSENSOR technology.

The Story

Owner Matt Smith was a mattress store manager for 18 years. While managing a store, he opened and operated a Fitness Centre and a spa, retiring from the mattresses industry for just under two years before getting back into it.

At his fitness center, Matt uses a leading-edge body-assessment technology called STYKU to help clients better understand their bodies and focus their efforts. Seeing first-hand how technology can help people make better decisions by personalizing their understanding of their bodies, when opening his own mattress store, Matt wanted to create something similar to help demystify the experience of purchasing the right mattress.

While at the Las Vegas Market in 2019 Matt discovered REVEAL and recognized it as exactly the kind of solution he imagined.

As a member of Nationwide buying group, Matt purchased the Dream Map branded Arch system for his flagship store.

The Challenges

What Matt knew from selling mattresses previously is the central problem of RSA's everywhere: how do you recommend the right mattress? Recommendations typically were informed by a salesperson's personal bias about what mattress they liked best. Other times recommendations were driven by the product offering the highest commission, which may not necessarily be the best mattress for a

customer. Another challenge Matt had was training his new sales team who had no experience selling mattresses.

The Solution

The REVEAL system by XSENSOR lets salespeople recommend with authority: "The beauty is that now we're (making recommendations) with science and technology, rather than basically throwing a dart and saying 'yeah, that works.'" The system enables quick training, removes any personal bias and gives an RSA's buying advice credibility. Today, if someone comes in with a sore back or a medical condition, the salesperson and the customer both can feel confident they've found the right mattress to help accommodate the issue and ensure a good night's rest. "There isn't one customer who's tried it who hasn't been wowed."

The Results

ROI: one weekend: The Dream Map system was paid for in the first 2 days Snooze was open.

- Use REVEAL in 100% of their sales presentations: "We don't let you buy a mattress without being dream-mapped."
- 85% close rate; all high-end mattresses.
- 70% upsells of adjustable bases and custom pillows.
- 100% of sales team loves it, as it gives them confidence and credibility.
- Rampant referrals. Dream Map gives customers a big WOW that ensures repeat business: "A big part of our sales is recommendations from people who've bought from us. They tell friends and other members of their family, 'I sleep better than I've ever slept - you have to go there!'"



Future Plans

The REVEAL Dream Map system has been so successful for Snooze, and their customers are so enthusiastic about the experience that Matt plans to buy two more this year as they expand their brand, including buying a portable version to use at tradeshow.

In the meantime, Matt is leveraging the “wow-factor” the Dream Map system brings to his store and to the mattress shopping experience by doing billboard and print advertising throughout 2020. “People love getting Dream-Mapped and I think the product is amazing.”

Company Details

- One store, with two more in the works; looking eventually to franchise
- 3200 square feet of showroom; 4000 square feet total
- Soft Opening Black Friday, 2019; Grand Opening January 1, 2020
- Product: The Nationwide Dream Map Brand Arch system
- ROI: The system paid for itself in the first two days of opening



“The Wow-factor has been amazing.

People love getting body mapped and I think the product is amazing.”

Best Sales Story

As Matt says, “Anyone who tries the system, tells everyone they know about it.” Case in point: A recent customer had a friend about to buy a new mattress from a competitor. He insisted that before his friend buy anything, he should get 'Dream Mapped at Snooze first, even if he ended up buying a mattress at the original store. The man went to Snooze and was pressure mapped. It resulted in a \$10k sale in the end – and a happy, satisfied customer.

While the policy at Snooze is for RSA’s to present the “good, better and best” mattress options for those mapped, they find that people almost always select the most expensive “best” option - precisely what happened with this referral customer.

