

HOW THE
**Support Report Mattress
Recommendation System**
Helps Kloss Furniture Build
Customer Relationships



Kloss Furniture and Outlet store manager, Jim Clutts, has been in the industry since 1996. And he knows the key to satisfied customers: **relationships built on trust.**

Few purchases are made today without first consulting Google reviews. And with more and more people buying from online mattress retailers, there's simply no denying that for most customers, the mattress buying experience starts online. That's why Jim and his team meet them there.

"Customers don't want to be sold to by salespeople, they want to buy from regular people," Jim says. "That's why it's important for our team to be active and engaged online. That way, when customers come into the store, a level of trust has already been built."

Customers Want to Feel Confident in Their Decision

Though the mattress buying journey may start online, Jim finds many customers are still visiting brick and mortar stores to complete their purchase — even during the COVID-19 pandemic.

"Some of those folks who bought from online retailers, they're finding that those mattresses don't work for them or are only good short-term. >



ABOUT KLOSS FURNITURE

Established in 1976, this family-owned business quickly earned a reputation for offering fantastic service on top of low, affordable prices. Today, they have three store locations and a warehouse across Illinois.

When customers are looking to find a mattress they can sleep on for the next eight to 10 years or make an investment, they want an in-person experience where they can talk to someone and test out beds."

With many people spending more time than ever at home, there's a major increase in people looking to improve their home furnishings. Customers want to make the right choice the first time without feeling "locked in".

Kloss Furniture offers two things to give their customers that assurance: a three-tiered purchase protection plan, and the **Support Report mattress recommendation system**.

Support Report Offers a Personalized Experience

Not only do customers have dozens of mattresses to choose from in a store, they have plenty of retailers to choose from, too.

"Our neighboring competitors always know when a customer has been in to see us," Jim says. "They'll go in and say, "I'm a 2" and the staff there will have no idea what that means. It's pretty difficult for them to top that personalized experience."

Whether a customer has a type of mattress in mind or they have no idea where to start,

everyone benefits from using Support Report. That's because Support Report offers customers a visual, interactive, and memorable shopping experience.

When they lie down, they can immediately see their pressure points in red on the screen, and can connect it to their sleep experience. Suddenly, they understand why they might be waking up with sore shoulders or have spent the night tossing and turning. That "a-ha" moment can help customers be confident in their purchasing decisions.

HOW SUPPORT REPORT CAN HELP YOUR BUSINESS



Increase sales by providing a superior customer experience built on trust



Reduce return rates by fitting customers with the best mattress for them



Train new and existing sales staff quickly with a consistent sales process