

Using Technology
**to Find the Perfect
Mattress for a
Better Night's Sleep**



REVEAL By XSENSOR Case Study - Boulevard Home Furnishings

Summary

Boulevard Home Furnishings has been in business since 1974, starting out as a single store and expanding to now have three stores with their flagship location in St. George, Utah. Jerry Thomas, Director of Sales, was looking to differentiate their mattress buying journey for their customers and sought out technology to improve and personalize their shopping experience.

The Story

Looking to find the reason behind an increase in customer returns, Jerry Thomas was searching for a solution to help give customers a better mattress buying experience. He also wanted to find out how to decrease the number of returns as their return rate was above where he wanted it to be.

After doing initial research, he came across REVEAL By XSENSOR and could immediately see how it could make a difference in his stores by personalizing the mattress buying journey. In his experience, customers expect more than a sea of mattresses to choose from and REVEAL made it possible to narrow down the choices to ones that were suited to each individual.

REVEAL
by XSENSOR



BOULEVARD HOME LOCATIONS

St. George Store

390 N. Mall Drive
St. George, UT, USA

Cedar City Store

990 S. Main St.
Cedar City, UT, USA

Mesquite Store

1165 W. Pioneer Blvd.
Mesquite, NV, USA



BlvdHome

After implementing the REVEAL technology (which they've branded as the SleepCast Mattress Fitting system), Boulevard Home saw their store performance increase right away. Within three months of buying three systems, each easily paid for itself within a month.

"There's no question about it, our sales went up over 25% in a time when industry sales were not going up, it was flat. Our return percentage went down 12%, it was an immediate impact." By the end of the first year, Boulevard Home saw their sales were up over 25% and their return percentage was down 20%.

Thomas believes that success with mattress recommendation requires the right technology and correct implementation in the store. REVEAL has given their stores a point of differentiation that makes them special and gives a good reason for customers to shop in-store instead of online or bed-in-a-box options.

The most important thing REVEAL has provided is trust between the customer and salesperson. Establishing trust and confidence are some of the most important things in mattress sales and REVEAL's state-of-the-art, science-backed pressure mapping technology provides the unbiased recommendation which allows that trust to be formed.

"The salesperson is no longer a salesperson, they're more like a friend that is knowledgeable who can help them find the right mattress."

He says he would recommend the system as a mattress buyer and as a salesperson easily because it really makes your salesperson a trusted expert rather than a salesperson who's just trying to sell you a mattress.

**"We use
technology
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The Challenges

With customers being very knowledgeable and educated on mattresses because of research they've done online, it became increasingly important that sales staff were not only as knowledgeable but equipped with a tool that could actively show customers a personalized recommendation on what mattress type was best for them.

Most customers come into their store with a preconceived notion of what type of mattress they need. They may think they need a firm mattress, but really what they mean is they need more support. By using the REVEAL system, they get pressure mapped and the salesperson is then able to have a conversation with them on what the difference between support and comfort is. Instead of insisting they need a firm mattress they are given a recommendation suited directly to their needs.

Armed with this information, the salesperson can now get them a mattress that is really going to work for them. They are also able to

eliminate 75% of the mattresses in the store and can focus on what their customer's specific needs are.

The impact REVEAL has had in their stores has been measurable since day one. Thomas does note though that the hardest part was getting salespeople to use the system who were initially opposed to using it. They knew in order to be successful, they needed to convince the most skeptical sales staff to adopt it. A third of his staff gravitated towards REVEAL right away, a third of them said they'd use it occasionally, and a third didn't think they needed to use it at all.

What changed the minds of those that were skeptical of REVEAL was when a customer came in and was pressure mapped on the system and had initially come in to buy a \$1000 mattress but ended up buying a \$5000 mattress instead. From that point on, the system had proved itself and all the salespeople began using it.

The Solution

“We use technology to help you find the right mattress for your best night’s sleep.”

Having REVEAL in their stores has made a big difference in making Boulevard Home a unique shopping experience, not just another retailer selling mattresses. Personalizing the mattress shopping experience has been vitally important at Boulevard Home. One of the most important things Thomas trains his sales staff to do is ask the right questions: Who is the mattress for? What do you like or not like about your old mattress? Having an honest conversation with the customer on what their needs are is key to finding the right fit for them.

Generally, customers come in looking for a new mattress because there was a problem with their old mattress or they just need a new one. “If you can solve the problem they’re having you will sell them a mattress.”

Price used to be the biggest influence on a customer’s decision but now he finds that it’s much more about how the mattress feels. Customers are looking for new technology whether it be cooling, fabrics, certain types of mattress construction and what it all boils down to is whether this mattress is going to help them sleep better at night or not.

As REVEAL gives them something tangible to base their decision on, it allows staff to have much more credibility in making recommendations. After customers are pressure mapped and receive their recommendation, they know that the mattress they need is within a certain category and that is reassuring to them.

First Year Results

- 25% increase in sales
- 20% decrease in returns

Overall Results

- 65% close rate of high-end mattresses
- 500% increase in pillow sales
- 55% increase on adjustable base sales
- Customer satisfaction at an all-time high



HOW REVEAL 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

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