



REVEAL CASE STUDY

Confidence & Consistency



How to improve flat mattress sales.

Georges Furniture & Mattress
Napoleon, OH, USA

Support Report "has made mattress sales better for everyone who works for us and made the lowest performers more consistent sellers."

Overview

Owner Chris Chamberlin had big concerns about stagnating mattress traffic within the furniture store. He was looking for something specifically to increase traffic and close rates on mattress sales when he saw the Support Report system demonstrated at a tradeshow.

Intrigued, Chris proceeded to do a bit of research on his own. He looked at similar alternative systems but felt nothing else was as robust as Support Report. It gives a better customer experience and leaves no room for ambiguity: people objectively know what they've just experienced when they've been sleep-mapped.

REVEAL

by XSENSOR

Chris also spoke to other retailers with experience using the system, all of whom had excellent results already. With a strong sense of what was working already elsewhere and realistic expectations about how it might help his business, Chris purchased a Support Report system for the store shortly thereafter.

George's Furniture & Mattress has now had a Support Report system for two-years.

In terms of the customer experience, it's changed dramatically because everyone looking to purchase a mattress goes through the Support Report system first, simplifying the whole process for them: "It's rare for a customer to even have to choose between three options."

The Impact

For sales staff, although they had a process for fitting people to a mattress prior to implementing Support Report, they didn't fully understand the role of mattress support, and were more focused on selling based on comfort. With Support Report, however, they're able to ensure customers are equally well-supported and comfortable.

Most significantly, using the system "has made mattress sales better for everyone who works for us, and made the lowest performers more consistent sellers." For one RSA in particular who was never very forceful in recommending product, Support Report has given her the ability to point customers in a direction with confidence.

"Support Report has given staff consistency in terms of a sales process to follow; it's repetitive ensuring it's the same experience for every customer."

The Results

ROI within 5 months. The Support Report system added \$2800/month additional profit.

- In year one, average mattress sales grew 9%
- Average margin increased over 5%
- Increased sales of adjustable beds

"It's resulted in a big-time reduction of returns. We used to average 7-10 returns per year. Last year we had only one comfort return."

Biggest Surprise

What Chris didn't expect as a result of implementing the Support Report system, was for the store's lineup of mattresses to change as much as it did. "We could have ignored the information we were getting from the system, but we realized we were missing product that could help a lot of people, especially those with larger body types. We actually ended up eliminating one supplier altogether as a result and buying more with another because their product offering was broader."

The sales team has also found there are very few instances where people are concerned about price after going through the process. As a result, the amount of heavy-duty product has gone up, driving the average unit selling price up in tandem. "The average unit selling price went up a lot right after implementing Support Report and has held steady ever since."

Company Details

- One store
- 5,200 square feet of mattress showroom, 15,000 square foot store
- In business since 1962; owned by the Chamberlin family since 1995
- Product: Furniture First Support Report branded Tablet Kiosk



“The average unit selling price went up a lot right after implementing Support Report and has held steady ever since.”

Best Sales Story

Chris had a customer come in awhile ago who was a physical therapist, and as such was very knowledgeable about the body generally, and his body in particular. He was “absolutely blown away” by the whole process of getting fitted for a mattress with the Support Report system, because it recommended that he needed something significantly different from what he was certain he needed. When sales followed-up with him a few weeks later, he was amazed at how accurate the recommendation was in helping him choose the right mattress.

Conclusion

After giving people three weeks to experience their new mattress, George’s policy is to follow-up with customers. Since implementing the Support Report system, while there have been complaints about bedframes or beds themselves, there’s been no negative feedback about a mattress, itself. In fact, the store has received more positive reviews from customers since having the system than they received prior to its implementation. As Chris says, “we consider this a big win.”