

## CASE STUDY

## How the Support Report Mattress Recommendation System Helped Kloss Furniture Strengthen Its Customer Relationships

## CHALLENGES

- Store manager Jim Clutts believed that the mattress buying experience starts online.
- Customers who buy from online retailers find that the mattresses they purchased do not work for them or only work for them for the short term.
- Customers consider a mattress an investment, so they want an in-person experience where they can talk to someone and evaluate beds.

## SOLUTION

- Jim and his team found these gaps as opportunities. They planned to be active and engaged online and nurture that trust until the customers entered the store.
- Kloss Furniture implemented the REVEAL system, which they then renamed the Support Report mattress recommendation system.

## RESULTS

- Support Report offered a highly personalized customer experience by offering customers a visual, interactive, and memorable shopping experience that set them apart.



Kloss Furniture & Outlet Center store manager Jim Clutts knew the key to satisfied customers: relationships built on trust.

With more people buying from online mattress retailers, there is no denying that the mattress-buying experience starts online for most customers. That is why Jim and his team meet them there. They planned to be active and engaged online, ‘that way, when a customer comes into the store, a level of trust has already been built,’ Jim said.

Kloss Furniture implemented the REVEAL® by XSENSOR mattress recommendation system to complement its online presence. Support Report offered a highly personalized customer experience through a visual, interactive, and memorable shopping experience.

Apart from an engaged online experience and an even better in-person experience, Kloss Furniture also offered a three-tiered purchase protection plan — the winning formula for the best customer satisfaction experience.



SIZE & LOCATION	Three (3) stores & one (1) warehouse across Illinois, USA
PRODUCT	Support Report Mattress Recommendation System
ABOUT	Established in 1976; this family-owned business is known for offering fantastic service on top of low, affordable prices

## RESULTS

### Customers wanted to feel confident in their decision.

When customers want 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 was a significant increase in people looking to improve their home furnishings. Customers wanted to make the right choice the first time without feeling 'locked in.'

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

## IMPACT

**Support Report offered a personalized experience.** Not only did customers have dozens of mattresses to choose from in a store, but they also had plenty of retailers to choose from.

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

Whether a customer has a type of mattress in mind or needs help figuring out where to start, everyone benefited from using Support Report. Support Report offered customers a visual, interactive, and memorable shopping experience.

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



*"Customers do not want to be sold to by salespeople. They want to buy from regular people."*

JIM CLUTTS, GENERAL MANAGER  
Kloss Furniture and Outlet Center



## HOW REVEAL® BY XSENSOR CAN HELP YOU GROW YOUR MATTRESS BUSINESS



Increase mattress sales by providing a superior customer experience built on trust.



The easy-to-use system allows new and existing sales staff to become trusted advisors and employ a consistent sales process.



Reduce return rates by fitting customers with a mattress best suited to their individual support and comfort needs.

**REVEAL®**

by XSENSOR

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