

Reducing Return Rates

Did you know that it takes about 30 to 60 days to adjust and begin to enjoy the benefits of a new sleep system? Many people today experience discomfort and sometimes even increased pain in the first few nights of sleeping on a new mattress that they have purchased. Surprisingly, at least 30% of these shoppers will attempt or contemplate returning their new mattress within those first weeks of having their new mattress resulting in what can be a never ending process of searching for the right mattress. This also creates a significant loss for the retailer.

Let's first talk about why these customers experience this and understand the important facts about the adjustment period.

1. Our bodies create muscle memory every single day while performing minimal tasks at work, during activities, and even when we hold a pen or a fork.
2. When we sleep, our bodies remember our comfortable positions and the way that we are supported on the current mattress we sleep on.
3. They also create a memory of proper alignment as you sleep.
4. Foams in mattresses take a few weeks to break in and perform as they are designed.

So it would be safe to say that when we purchase a new sleep set that it will most likely throw things out of sync for a bit. Our alignment and muscle memory is used to what we are currently getting on our older mattress. As the old mattress slowly breaks down, the significance of the changes are not enough to affect our body's memories as the changes are so subtle, but over time, this causes a large problem and creates the urge to buy. Consumers need to know that their problems have been developing over time and it can take time to correct them. This is completely normal and experienced by 8 out of 10 mattress shoppers.

Studies have shown that it takes at least a minimum of 30 days for our bodies to begin to develop the muscle memory and feel for proper spinal alignment on a new mattress set. It is imperative that we explain these details to the consumer in order to avoid them making a quick assumption that they chose the wrong mattress. Another excellent practice is to allow the customer to choose their own comfort preference. Most retail sales associates rely on comfort selling or selling based off of what they feel is soft or firm. This should never be the case. The CUSTOMER is the expert on comfort.

The foams in mattresses perform a lot like the foams in our shoes. They can sometimes be very firm when they are first introduced onto the floor, however most consumers do not know this. The floor model mattresses get much foot traffic and therefore break in and feel as they would in a bedroom. Our customers should not expect for their new mattress to feel as the floor model does. Eventually they will, however they need to be broken in and worn just like a new pair of shoes. At first they are awkward and after a while they fit to your feet and become comfortable.

If we are able to inform and educate consumers and associates with this knowledge we can greatly reduce the rate of exchanges with our products but also have a satisfied dealer and customer.