
Case Study: Mattressman



Mattressman online retailer chose **OpenContact** to create a tailored Virtual Receptionist service and call centre solution to ensure complete accessibility for its customers and increase sales of its products.

Industry sector

eCommerce
B2C Retail

Client Objectives

To achieve increased levels of customer service and sales conversions, with a flexible cost-effective infrastructure that supports their customers' needs.

Mattressman

Mattressman offer an unrivalled choice of quality beds and mattresses, with over 3000 in stock at all times. These come in many different sizes and from top quality brands such as Silentnight, Sealy, Rest Assured, Slumberland and Sleepzee, along with many more.

Already a very successful regional retail chain, Mattressman decided to launch an online ecommerce retail site with a strong price and delivery service promise, backed up by their vast stock offerings which allow them a nationwide reach. Since its creation, this site has been enormously successful.

The Challenge

Mattressman recognised the need to provide multi-channel service options. These had to account for customers who shop in-store, those who shop online and those who prefer to buy over the phone.

Mattressman also knew that, as with any eCommerce operation, they needed to provide proficient customer service support by phone. Their in-house customer service team could not always cope with fluctuating call volumes, and using an answering machine would detract from the customer experience that they wanted to provide.

The Result

The partnership is working perfectly, with both companies achieving their **mutually agreed service levels** and **business objectives**. Nevertheless, Mattressman and OpenContact still work together continuously on **improving all services that are offered to Mattressman customers**. The partnership has also allowed Mattressman to maintain an efficient, dynamic in-house customer service team that takes their more complex customer service calls.

The Solution

Mattressman appointed OpenContact to handle **the bulk of their sales calls** and to act as an overflow Virtual Receptionist service on their customer service calls.

OpenContact's agents are **trained thoroughly** on the many different types of beds and mattresses available, as well as on all potential upselling and cross-selling opportunities.

The agents capture sales orders directly on to Mattressman's own web-based order processing system. On sales calls, they also often cross-sell ancillary products like mattress covers and pillows.

Delivery and other after-sales enquires are handled through the Virtual Receptionist service. These calls are forwarded to Mattressman by OpenContact agents whenever possible. Otherwise, the enquiry and caller's contact details are passed on to Mattressman management via email for a call back.

Mattressman have also benefitted from **extended customer contact hours**, as provided by OpenContact. Calls are taken 8am-9pm Monday-Friday, 8am-7pm on Saturday and 9am-7pm on Sunday. The extensive contact hours provide Mattressman with a **huge competitive edge**.