

# MATTRESS 1 DEPLOYS COMCAST BUSINESS VOICEEDGE™ TO HELP EMPLOYEES DELIVER EXCELLENT CUSTOMER SERVICE



## Florida Business Increases Productivity and Maintains Business Continuity Across 80 Locations

### FAMILY-RUN MATTRESS RETAILER PROVIDES GREAT SLEEP FOR A GOOD PRICE

Mattress 1 was founded in 2003 by three brothers in Jacksonville, Florida. The brothers have since expanded, adding over 250 stores with locations throughout Florida and Texas. The retailer sells top name-brand mattresses at competitive prices to give customers “what they need to get a good night’s sleep.” In the last two and a half years, Mattress 1 has served over 200,000 customers. Its Florida stores deliver between 350-500 mattresses daily.

“We provide our customers with high-quality, brand name mattresses at the most competitive prices around, so that they can get the best night’s sleep possible,” said Hisham Salama, Director of Operations.

### UNRELIABLE VOICE SERVICES AFFECT CUSTOMER SERVICE AND BUSINESS CONTINUITY

Mattress 1 seeks to provide excellent customer service to anyone that calls or walks into its stores. Unfortunately, the company was challenged when it came to its voice system. The company was using traditional voice services delivered by a mix of service providers across its retail footprint, but the capabilities were limited. With these phone services, employees would often miss calls when attending to in-store customers because the call forwarding, recording, and monitoring features were inadequate or nonexistent, and employees could only answer calls when they were by the phone. Mattress 1 wanted a system that would allow them to review phone logs in real-time and monitor and record employee phone usage to ensure that all customer calls were being answered and all customers were being provided with good customer service.

“In order to stay competitive we have to always be accessible to current and potential customers,” said Salama. “If our retail employees miss a call and do not return it, we are possibly losing a customer to a competitor.”

Further, Mattress 1 was using a range of seven different service providers to provide DSL and cable Internet service at each of its locations, but with speeds ranging from 5-50 Megabits per second (Mbps), it was experiencing inconsistent service. All of the company’s point-of-sale (POS) systems run over the Internet to connect to the corporate database. Without an Internet connection, stores can’t process or report sales to corporate. Running a business in Florida means having to deal with variable and severe weather patterns. When a store’s Internet or phone lines went down during inclement weather, it would disrupt business because employees couldn’t answer phones or access the Internet to process transactions. The company needed a service that would help keep it online and accessible with business continuity features.

### SITUATION

- Mattress retailer with 250 locations throughout Florida and Texas
- Sells top brand name mattresses

### CHALLENGE

- Multiple providers for voice and Internet services
- Unable to manage customer calls efficiently
- Unreliable customer service from the providers

### SOLUTION

- Comcast Business VoiceEdge™
- Comcast Business Internet

### RESULTS

- Cloud-based voice services with call forwarding
- Improved operations and customer service
- Simplified billing and support from one vendor
- 25 Mbps Internet connection

Also, with many different service providers, billing was not centralized and the corporate office would have to keep track of many different billing cycles or navigate multiple customer service departments when troubleshooting network issues.

## **COMCAST BUSINESS VOICEEDGE ROUSES PRODUCTIVITY; MATTRESS 1 IMPROVES CUSTOMER SERVICE**

After reviewing many different options for service providers, Mattress 1 chose Comcast Business to provide voice and Internet services to 80 in-market locations with the prospect of increasing that number in the future. Comcast Business installed Business VoiceEdge, a cloud-based voice and unified communication solution, and a 25 Mbps Business Internet connection at each store.

Business VoiceEdge helps employees be productive even when they're away from their desks by delivering HD-quality voice service and an innovative user experience accessible via computers, desktop phones, and mobile devices. In-store salespeople are able to make sure important calls are not missed and employees can efficiently schedule deliveries and take advantage of in-bound sales calls. In addition, the HD-quality voice service delivers crystal clear sound that allows employees to hear customers loud and clear, even when there is a lot of background noise in the stores. In the event of a hurricane or electrical outage – both common situations for many of the Mattress 1 locations – Business VoiceEdge also has a mechanism to forward phone calls to alternate retail stores allowing for business continuity.

“By moving to Comcast Business, we have enjoyed the recording features of the voice application, which has enabled us to monitor phone usage and help our store reps improve their interactions with customers, ultimately improving our overall service delivery and helping to increase the sales we can perform at each store location,” says Salama.

Comcast Business Internet services enable Mattress 1 to efficiently run its POS system for processing and reporting in-store transactions. In addition, having the retail locations unified under one provider allows them to receive one centralized bill.

“The contribution that Comcast Business has made to our ability to deliver better service and pick up more orders will support our expansion goals locally and beyond,” says Salama. “We look forward to continuing and expanding our relationship with Comcast Business to our remaining locations.”

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- Hisham Salama  
Director of Operations  
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