

# Customer Mattress Return Process – Reducing Returns & Offering Solutions

## 1. Identify the Reason for Return

Before proceeding with a return, ask the customer why they want to return the mattress. Understanding their concerns allows us to offer solutions that may improve their sleep experience without processing a full return.

## 2. Offer an Extended Trial (First Step)

Many customers need time to adjust to a new mattress. Offer to **extend their trial for an additional 100 nights** to give them more time to adapt. This allows their body to adjust and often resolves comfort concerns.

## 3. If the Customer Objects → Offer a Topper + Extended Trial

If the mattress feels too firm, offer a **free mattress topper** along with the 100-night extension. This can significantly improve comfort without requiring an exchange or return.

## 4. If the Customer Objects → Offer a Comfort Exchange

If they are still unhappy, offer a **comfort exchange** where they can choose a different mattress. In this case, we will **waive the \$125 return fee** to make the transition smoother.

## 5. If the Customer Objects → Offer a 50% Refund to Keep the Mattress

If they do not want to exchange, offer them a **50% refund and allow them to keep the mattress**. This can be a win-win for both the customer and us.

## 6. If the Customer Still Wants to Return → Process with a \$125 Return Fee

If none of the above solutions work, we will **proceed with the return, deducting a \$125 return fee**. The refund will only be processed **after we receive confirmation that the mattress has been picked up**.