



case study

FloBeds

Fitting a Bed in a Box

Customer Challenge

In these days of hectic work and exhaustive family life, a good night's sleep represents a sweet escape. Having a comfortable mattress makes that time even more enjoyable. But defining comfortable is a very personal thing. FloBeds has found a way to customize and tailor each mattress to the individual demands of each customer while pioneering a way to use UPS to ensure top-notch customer service.

“Originally we allowed our customers to configure the ‘Bed of Your Dreams’ online, but we would build the mattresses here,” said owner and inventor Dave Turner, whose company is based in the small city of Fort Bragg in northern California. “We started out using freight truck lines. But freight costs became expensive and there was never a definite delivery date to share with our customers.”

The final straw: A customer in Ohio called to report the freight line wouldn't deliver the bed to her home because of her narrow street.

Solution

Now, UPS delivers FloBeds right to the customer's door. Yes, UPS delivers the mattress ... and a box spring, too.

FloBeds designed a mattress system that could be shipped using UPS. Each system consists of covers, padding, four customizable comfort layers and a foundation. “Using solid wood sides and struts, we created a foundation that could ship UPS and yet only require an eight wing-nut assembly. Now every order ships on time and is trackable.”

When a customer visits FloBeds.com, they complete a step-by-step process of selecting the ideal components for each bed and if they wish, even customizing the firmness of each side. Once the order is complete, FloBeds uses UPS Worldship to handle all the shipping functions and generate shipping labels. Normally, each bed ships in five packages.

Thanks to UPS's Quantum View Manage, FloBeds can provide each customer with the location of in-transit packages or specify exactly when the packages will

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arrive. By providing the tracking details to customers via the Internet as well as by telephone, FloBeds is able to reduce service calls.

FloBeds customers can conveniently switch out the parts to adjust firmness. Using UPS Return Service, each shipment includes a return label. Customers just pack it and call for pick-up or drop it off at one of 5,000 UPS drop-off locations.

“In 2007 we will sell more than \$3 million in beds in the U.S. and overseas, plus linen and accessories, and 80 percent of those shipments are sold over the Internet,” Dave explained. “UPS has kept up with the pace of our growing and ever changing business.”

Adds Dave, “Our business has grown leaps and bounds since we converted to UPS and in the process, UPS made our shipping – even internationally – a breeze. We are able to provide our customers with superior quality mattresses without tacking on top-dollar shipping cost.”

And that’s something that will help you sleep at night.

