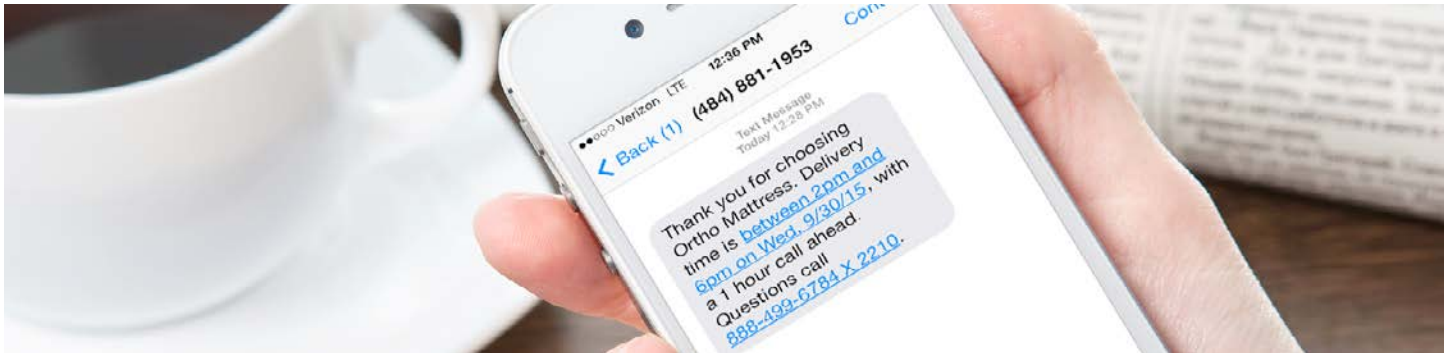
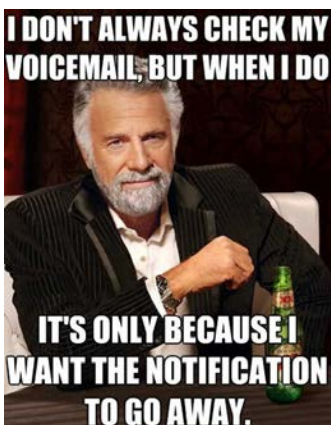


# NEWSLETTER

## Text/Email Delivery Notification Rollout Nearly Complete



In the first week of this month, the delivery department will complete the implementation of the new text and email delivery time frame notification system which began rolling out earlier this summer. The system gives custom-



ers the option of receiving a text or email notification with their 4-hour delivery window instead of a phone call. Studies show that text messages

are read 98% of the time, whereas phone calls and email have a lower rate of contact success. “Usually between 60%-80% of our phone calls go to voicemail, which some customers don’t check on a regular basis,” says Denise Devis who administers the text/email program in addition to calling customers for delivery. With text messaging garnering a higher contact success rate, there is less miscommunication between delivery and the customer which in theory will lead to higher customer satisfaction rates. In addition, studies also show that a growing number of customers prefer text message updates rather than email or phone calls. “Right now we have only about 25% of deliveries receiving text or email confirmations, but I think

that as all the regions come on line, that number should double or even triple. It’s just more convenient for the customer,” Denise added.

### Factory Upgrades

During the last week of September, two exciting upgrades to the factory were completed

with the installation of a new wrapped coil machine and a new quilter. The wrapped coil machine doubles the factory’s production capability and the quilter allows the factory to produce more sophisticated border patterns. Prior to the installation of the new quilter, the Westbourne, Signatures, California Dreams and Premier ET, borders came from a fabric producer located in Com-



merce due to the old quilter's pattern limitations. The factory received the machines the week after Labor Day, but the assembly of the machines took 1 week and fine tuning took an additional week. "It was a time consuming process to put it all together because there are hundreds of components and every part of needs to be set perfectly. But all the kinks have been worked out now and we're operating at full speed," said Ryan Magdaleno who assembled the wrapped coil machine. These investments improve production efficiencies and further the factory's ability to create top quality products at affordable prices for Ortho's customers.

## Sales Staff Announcements

Ortho Mattress is happy to announce the promotions of the following individuals. Larry Lebowitz is now the new Assistant Vice President of Sales for the North East LA region. Assistant Vice President of Sales, Alex Espinosa, will move to the Pasadena/Glendale region. Adri-

an Salas is now the Store Manager for Long Beach #72. Josh Blakeslee is now Store Manager for Long Beach #13. Eddie De La Rosa is now Store Manager for Wilshire #59. Arthur Holmes is now Store Manager for Pasadena #95. Chad Hart is now Store Manager for Van Nuys #29. And Zach Franklin is now Store Manager for Culver City #55.

## New Spiff Record Set

A new sales record has been set for the number of spiffs earned in one month. During the month of August, Ray Gonzalez (Resident Salesperson, Commerce #81) earned spiffs on four Premier ET sales and one Leverton sale while the products were not



on rollback. "I show the beds that fit into the customer's comfort level and budget. If you don't show it, you won't sell it," said Ray when asked the sales.

Store manager with the largest % sales increase for June 2015: Justin Schinke at Store 44 Torrance with 178%. Highest personal Protector/Encasement attachment rates for September 2015: Sue-Z Tatum with 80.9%. Highest Average Ticket increase by Store: Store 19 with \$1721 (Store Manager, Zsanett Szalai).



## New Credit Card Terminals

By the middle of October, the installation of VX520 credit card terminals will be complete. The new terminals will be smartcard or "chip card" compatible, which are more secure and aim to reduce the \$5 billion worth of credit card fraud that occurs annually. Once the terminals are installed into all stores, Chase bank will remotely update the software required to use the machines.

## Price Inserts

All of the most current price inserts are now available online through the portal. You can download and print everything from mattresses to furniture. However, please note that these price inserts are for verifying you have the most current version and for printing temporary copies while you wait for an official color copy to arrive. Also, before sending in a request form, please check your filing cabinets for any clasp envelopes containing the price insert you are ordering.