

# ANALYSIS OF SHOE FINDER AND CX APPLICATIONS

# Introduction

## This booklet contains:

- Shoe Finder and CX observations on running shoe sites
- Our Best Practices

We hope you will find this useful,

The NOHOLD Team



NOHOLD

## About NOHOLD:

NOHOLD specializes in Artificial Intelligence. It has created and markets a platform called SICURA® designed to implement sophisticated conversational interfaces. NOHOLD solutions have been deployed in more than 100 healthcare institutions, 30 banks, 7500 higher education institutions and the Government. Specifically, NOHOLD has created an AI Assistant called the Product Finder. It is designed to help shoppers find the best product for them based on plain English queries.

# Companies Analyzed

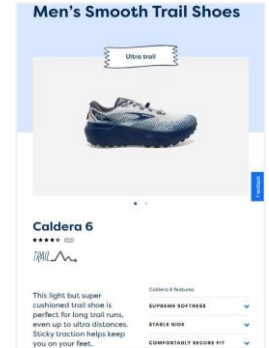
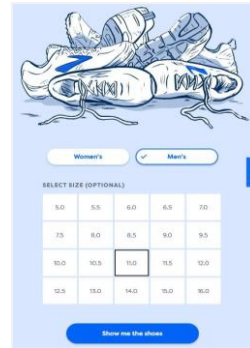
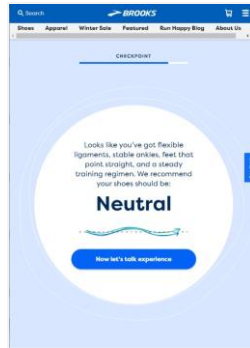
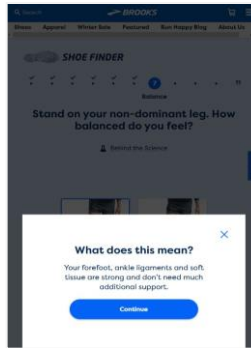
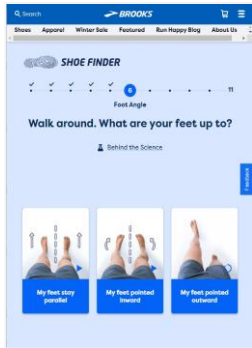
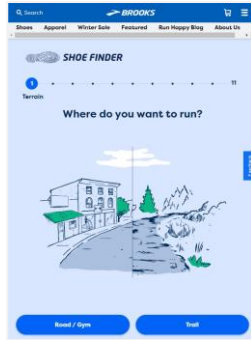
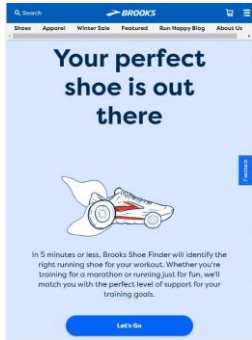
- Brooks
- ASICS
- New Balance
- HOKA
- Champion
- Nike
- Skechers
- Puma
- Saucony
- Altra
- Karhu
- Mizuno
- On
- Diadora
- adidas
- Topo Athletic
- Reebok
- Under Armour

# Our Findings & Recommendations

- 58.3% of the companies considered don't have a Shoe Finder
- 100% of Shoe Finders are limited in functionality and allow shoppers only to select predefined options
- Leverage a conversational interface to empower shoppers to express themselves on their own terms
- 100% of existing Shoe Finders don't allow free queries from the shoppers and therefore lack the ability to capture the Voice of the Customer (VOC). VOC is critical to improve products and go to market strategy

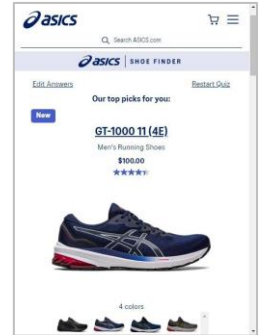
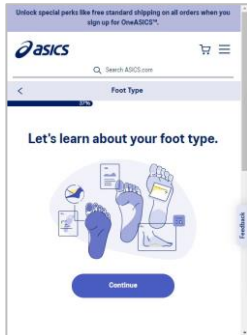
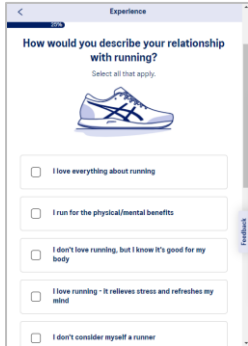
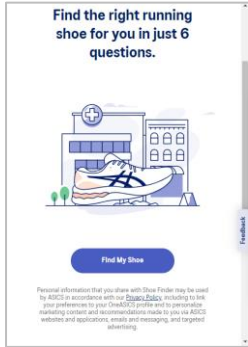
# Brooks

- Informational Shoe Finder available
- 11 steps
- Gamification used to get users to join their club
- No ability for the shopper to ask questions using Shoe Finder
- Chatbot available that can understand basic free-form input
- To connect to live agent shopper must share personal information



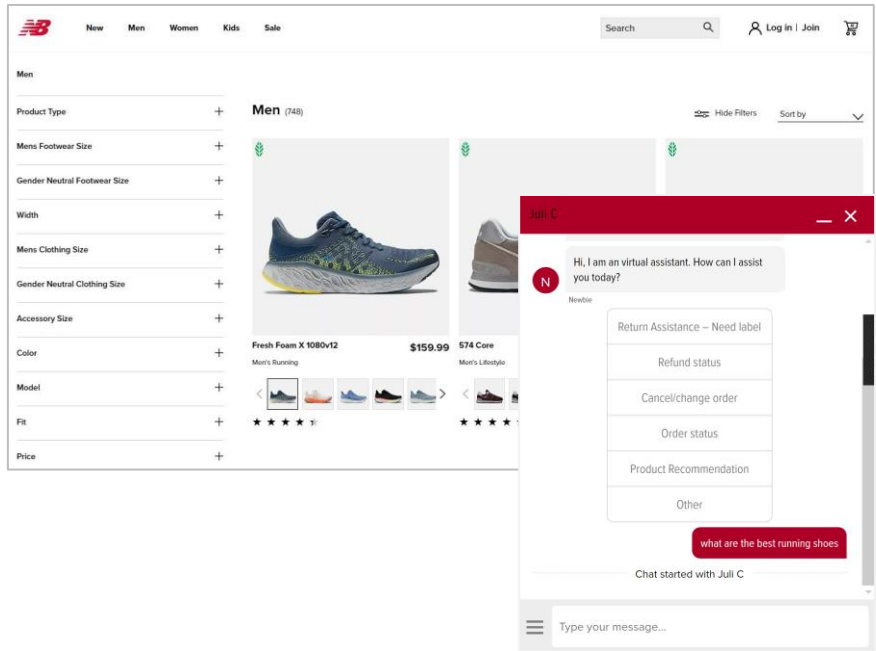
# ASICS

- Shoe Finder experience available – discovered through a website search
- 6 steps
- Results are limited to 3 best matches
- No ability for the shopper to ask questions
- No live chat



# New Balance

- NB does not appear to have a Shoe Finder
- Basic search available
- Site visitors can click on the left menu to select features
- Access to chatbot requires providing personal information
- Chatbot cannot handle free-form input
- Escalation to a live agent available after interacting with chatbot



# HOKA

## Shoe Preference

What's your shoe preference?

Women's

Men's

All Gender

## Activity

Which activity are your HOKA's for?

Run

Walk

Hike

Gym/Fitness

All-Day Comfort

## Walking

Which type of walker are you?

Neighborhood

Trail

Treadmill

Power

## Cushioning

Which type of run experience do you prefer?

Low To The Ground And Snappy

Soft But Also Responsive

Maximally Plush And Also Supportive

I'm Not Sure

## Support

Do you need extra stability?

Yes, My Arch Collapses

No, I'm Good

I'm Not Sure

## Width

Do you need a special width?

Wide

No

Not Sure

- Shoe Finder is available in the main menu
- 6 steps
- Results are limited to your 3 best matches
- No ability for the shopper to ask questions during the process
- Live Chat available on Help page alongside search

## We've got your results

We can send your personalized recommendations to you so you always have them.

### Send my results

EMAIL ADDRESS

info@hokamail.com

I agree with the Privacy Policy and the website's Terms & Conditions

Submit

Or you can just view online now.

View My Results Now



# Champion

- No Shoe Finder available
- Basic search with inaccurate results
- Live chat only available on “Support” page
- Live chat requires personal email to engage and is not always available
- Shoppers must track down style numbers and ask specific questions to get answers from agents

The image shows a screenshot of the Champion website's search results for 'womens running shoes purple'. The page features a navigation bar with links for 'New', 'Men', 'Women', 'Kids', 'Shoes', 'Collections', and 'Deals'. A search bar at the top right contains the text 'womens running shoes p'. Below the navigation bar, a black banner displays 'UP TO 40% OFF SITEWIDE SHOP'. The main content area shows search results for 'womens running shoes purple' (7 items). On the left, there are filter options for 'SIZE', 'PRODUCT TYPE', 'COLOR', 'PRICE', and 'GENDER'. The size filter is expanded, showing options: XS, S, M, L, XL, 2XL, XXL, 5, 6, 6.5, 7.5, 8. Three product cards are visible: 'Footwear Women's LuxRunner 1 Shoes' priced at \$120 (original \$90), 'CS C9 Girls' Woven Running Shorts, 2" priced at \$12.99 (original \$8.99), and 'Footwear Women's Flexor' priced at \$65 (original \$32.99). A chat overlay is positioned on the right side of the page. It has a blue header with a 'Chat' button and a 'Champion (For USA Shoppers Only)' title. The main message reads: 'We are currently unable to service your request. Please contact us later. Thank you.' Below the message is a blue speech bubble icon with a sad face. At the bottom of the chat overlay is a blue 'Start Over' button. The text 'Provided by Five9' is visible at the very bottom right of the chat window.

# Nike

- No Shoe Finder available
- Search can handle details
- Filters provided alongside results to narrow search further
- Live chat only available on "Support" page and requires personal information to engage
- Live chat has a delay in response from agent

The screenshot shows the Nike website's search results for "running shoes pink womens size9 (22)". The page features a search bar at the top right with the text "running sh...", navigation links for "New & Featured", "Men", "Women", "Kids", and "Accessories", and a "Find a Store | Help | Join Us | Sign In" link. Below the search bar, there are navigation arrows and a "Look for Store Pickup at Checkout" link. The search results section displays a "Pick Up Today" toggle, a list of filters (Road, Trail, Track, Gender, Color, Shop by Price, Size, Width, Collection), and a product card for the "Nike Vomero 17 Women's Road Running Shoes" priced at \$160. A live chat window is overlaid on the right side of the page, showing a conversation between a customer and a Nike agent named "Jecelyn".

**Jecelyn**  
Hi! Nike Service here. What are we getting after today?

**toni misty**  
hello, im trying to decide between the journey run and the pegasus 40 running shoes, can you help?

**Jecelyn**  
Hey toni! I'll be happy to check on this for you. I've got you :)

**Jecelyn**  
How often do you run/train?

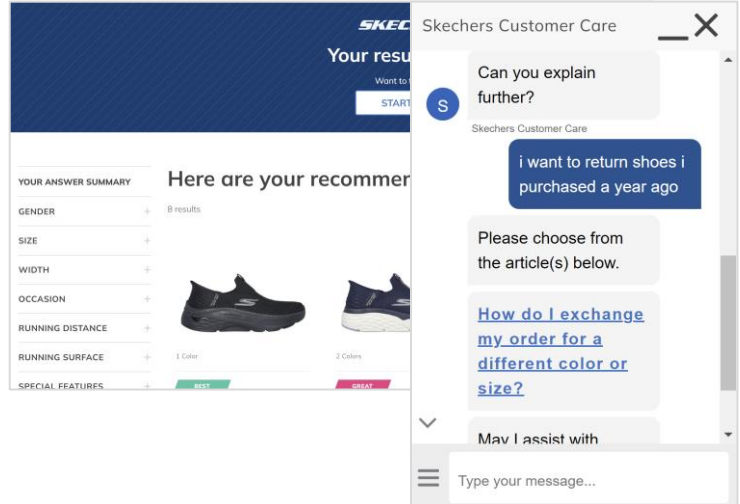
**toni misty**  
4 days a week currently, but training for a race this year

**Jecelyn**  
Perfect, and may I know if you have any specific question for both products?

Type your response here... **SEND**

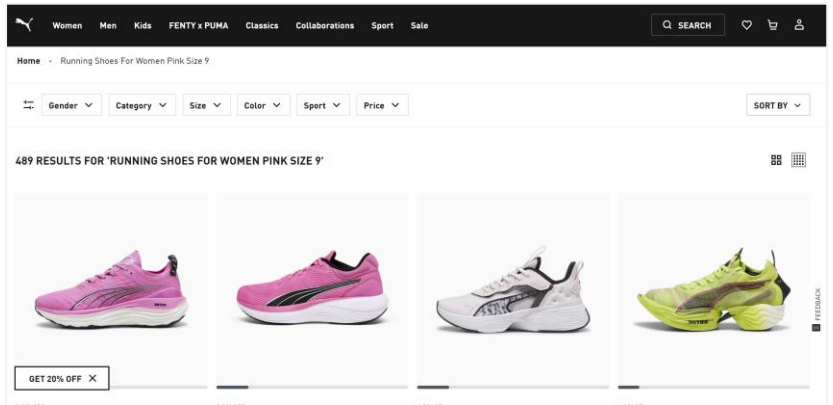
# Skechers

- Shoe finder available – shoppers must scroll down on the “Home” page to find link
- 6 steps
- Results are presented along side a menu of filters to narrow options further
- Shoppers cannot ask questions while using the Shoe Finder
- Chatbot available on “Help” page after providing personal information – cannot handle free-form input
- Shoppers can talk to a live agent after interacting with the chatbot



# Puma

- No visible Shoe Finder
- Search allows for some details and provides accurate options
- Search results have filters to narrow options
- No ability for the shopper to ask questions on the website
  - No live chat or chatbot



# Saucony

- Site visitors can use a Shoe Finder or text with an expert
- 4 steps, not including the information you must add before getting started
- Relevant results are presented after each step
- No way to interact or ask questions using the Shoe Finder
- Live chat available during specific windows. When available, shoppers must input their personal information

**Let's find your fit.**

Looking for the perfect pair of running shoes? Tell us a bit about yourself and we'll find a style that suits you.

Interested in Saucony Originals? [Shop our lifestyle collection here.](#)

**Shoe preference**   **Shoe Size** Size Chart   **Shoe Width**

Women's ▾   7.5 ▾   Medium ▾   **Let's get started**

**What is your main activity?**

Road Running

Trail Running

Gym/Fitness

Hiking

Walking

[Clear Answers](#)

[Start Over](#)

**How do you want your shoes to feel?**

[Tell me more](#)

Fast & Light

Springy

Ultra-soft

**What kind of support do you like in your shoes?**

[Clear Answers](#)

[Start Over](#)

**What kind of support do you like in your shoes?**

[Tell me more](#)

Neutral

Structured

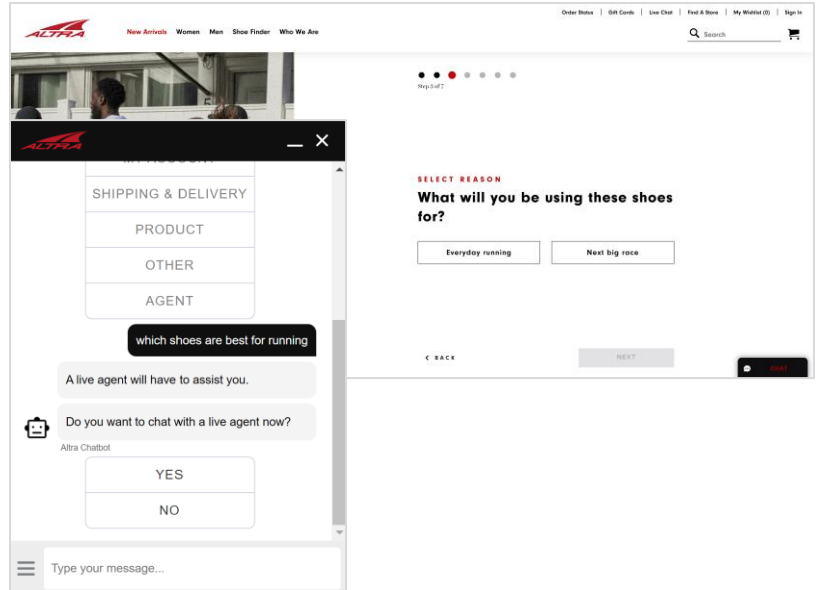
Stability

[Clear Answers](#)

[Start Over](#)

# Altra

- Shoe Finder available
- Located mid home page - causing visitors to scroll
- Steps depend on activity selected
  - Running has 7 steps
- Limits results to top 3 products to fit consumer's needs
- No options for shoppers to ask product questions via Shoe Finder
- Chatbot available after submitting personal information – does not support free-form input
- Escalate to live agent available in chatbot



# Karhu

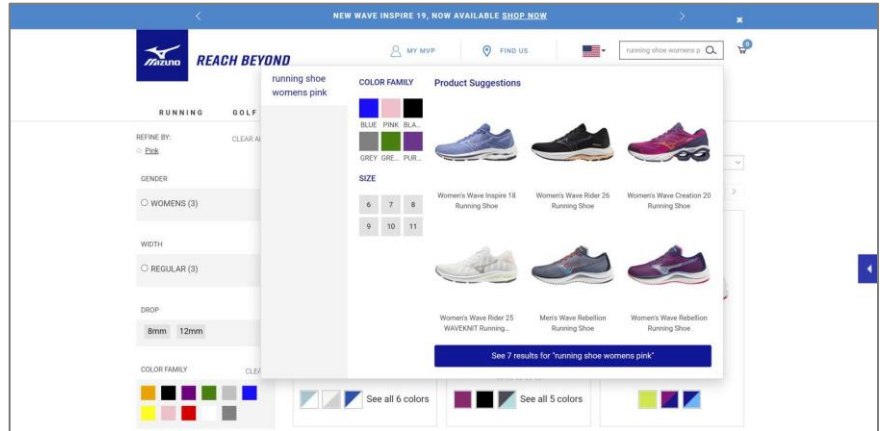
- No Shoe Finder available
- Search can pull most details: activity, gender, color, size, but not fit
- Filter is limited to collection and size
- Live chat available occasionally - sometimes shoppers don't have a way to ask product questions
- Supports 4 languages in call center

The screenshot displays the Karhu website's search results page. At the top, the Karhu logo is on the left, and navigation links for 'LIFESTYLE', 'RUNNING', 'BLOG', and 'HISTORY' are in the center. On the right, there are links for 'SEARCH' and 'BAG(0)'. The main heading reads 'RUNNING SHOES FOR WOMEN PINK SIZE 9.5 WIDE FIT'. Below this, it indicates '4 RESULTS FOUND' and a 'Sort by: Relevance' dropdown menu. Four shoe products are shown in a grid:

- 1. **WOMEN'S IKONI 2.0** (BLUE MIRAGE / DAWN PINK)
- 2. **WOMEN'S IKONI 2.0 HIVO** (BLUE MIRAGE / DAWN PINK)
- 3. **WOMEN'S FUSION 3.0** (CREOLE PINK/BLEACHED AQUA)
- 4. **WOMEN'S SYNCHRON 1.5** (CREOLE PINK/POTENT PURPLE)

# Mizuno

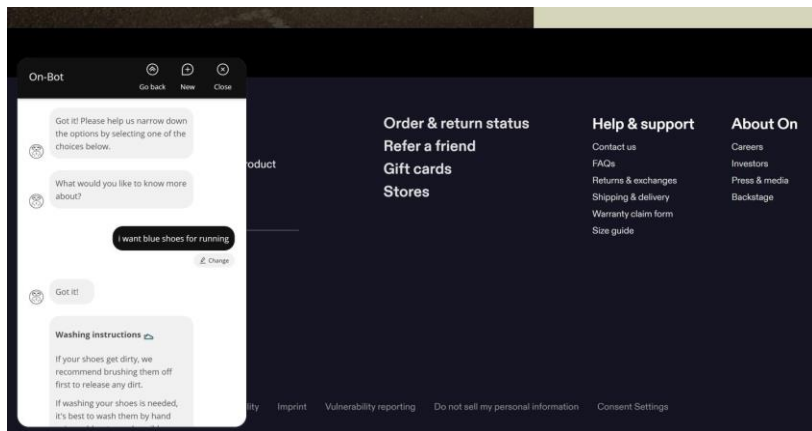
- No Shoe Finder available
- Search worked with basic information: gender, activity, and color
- Size and fit are not searchable
- Filter allows visitors to narrow down results
- Contact form is available throughout website
- No way for shoppers to ask direct questions on the website





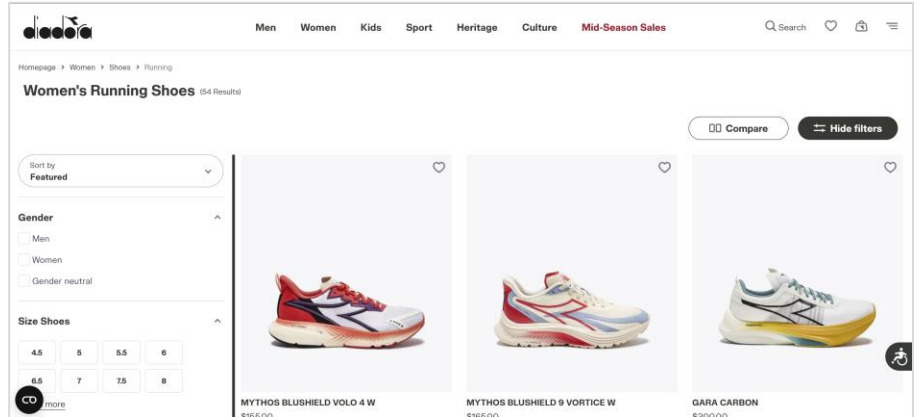
# On

- No Shoe Finder available on site
- Search works with high level information: gender, activity, and color
- Size and fit are not searchable
- Filters have limited options
- Requires personal information for shoppers to interact with chatbot
- Chatbot relies on shoppers to click-through to a specific answer.
- Live chat available after interacting with chatbot



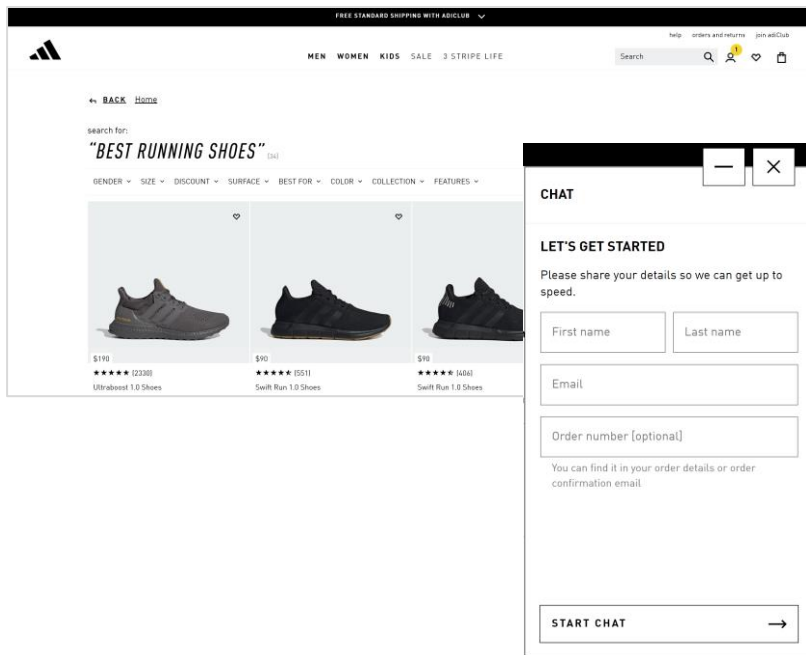
# Diadora

- No Shoe Finder available
- Search cannot handle details – results were inaccurate
- Filters available to narrow search results
- No way for the shopper to get live help or ask questions via the website
- Supports 5 languages in call center



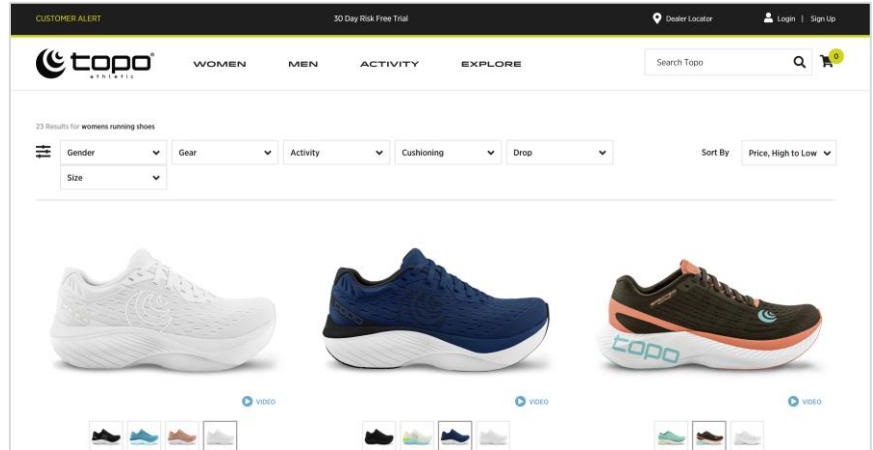
# adidas

- No Shoe Finder available
- Search can understand basic requests. Then products can be sorted and filtered
- On product pages a “find alternatives” button is available
- The adidas site has a chatbot available on the help page - you must enter personal information before asking questions
- Visitors can escalate to a live agent after interacting with chatbot



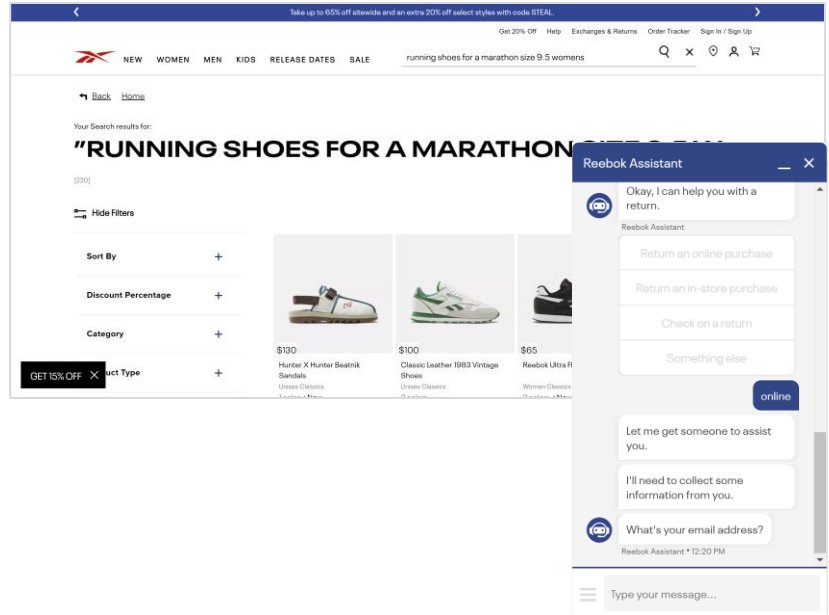
# Topo Athletic

- No Shoe Finder available
- Search produces results only for specific product searches
- Products can only be sorted and filtered from basic information.
- No ability for the shopper to ask questions while shopping.



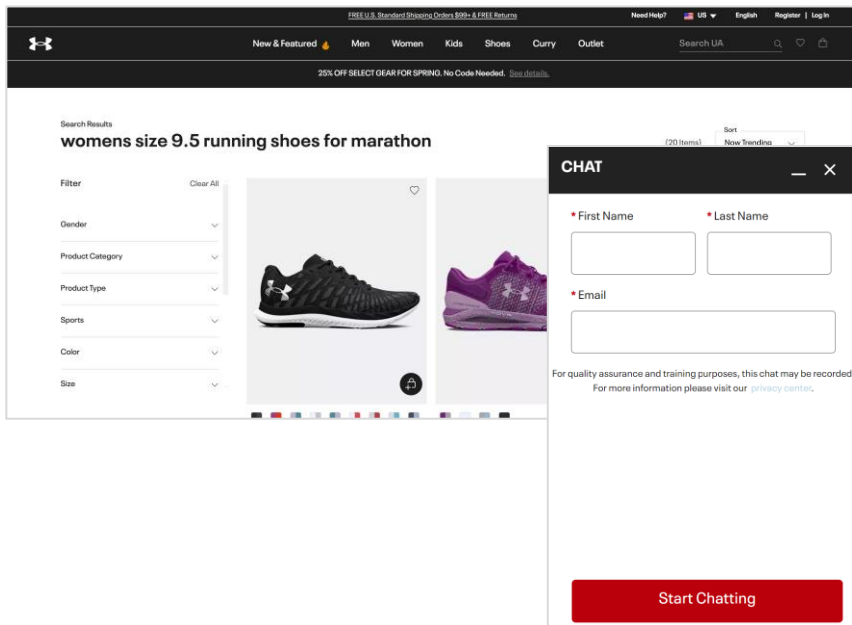
# Reebok

- No Shoe Finder available
- Basic Search with filters to help discover the appropriate shoe
- Chatbot only appears on “Help” page
- Chatbot cannot understand free-form input and relies on customer to click-through lists to find a solution
- Chatbot can connect to an agent only after collecting personal information



# Under Armour

- No Shoe Finder available
- Basic site search to present most relevant information
- Filter options to better identify products
- Chatbot available only on “Support” page after entering personal information
- Chatbot relies heavily on click-through to get solutions
- Live chat unavailable despite asking for help during the time slots listed



# NOHOLD's Best Practices for Shoe Finder & CX Apps

- Make it easy to locate – a pinned button or permanent placement in the site's main navigation
- Assist visitors while shopping – add direct lines of support in your eCommerce store or Shoe Finder
- Allow shoppers to ask questions in their own words and receive accurate responses
- Provide a shopping support solution that can be available 24/7/365
- Do not ask for personal information to interact with automated systems
- Collect shopper free-form input to understand how to better serve your potential customers, reduce costs and increase sales
- Choose AI support applications that apply both Deterministic and Generative AI because:
  - Procedures can be established – like a Shoe Finder procedure
  - Information is consistent
  - Answers are discovered through company-only content to avoid hallucinations and inaccurate information
  - It is secure and compliant
- Choose AI support applications that can be leveraged on multiple channels and languages simultaneously

# We hope you found this helpful.

Members from the NOHOLD team did high-level evaluations of CX experiences on running shoe websites. We focused on shoe finders, search, chatbots, and live chat in an effort to identify how easily we could find specific products and get answers to product questions via the website/eCommerce store. Your feedback is appreciated.

Thank you,  
The NOHOLD Team

