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

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

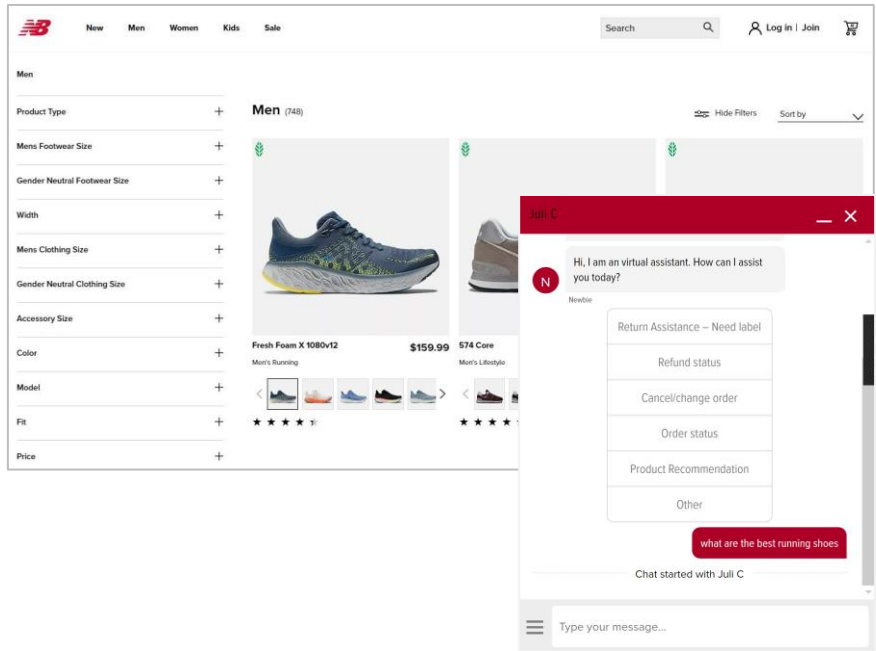- To connect to live agent shopper must share personal information
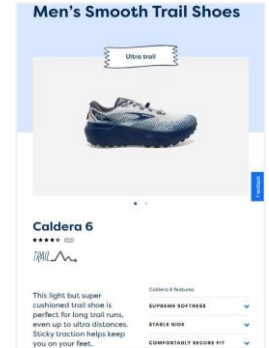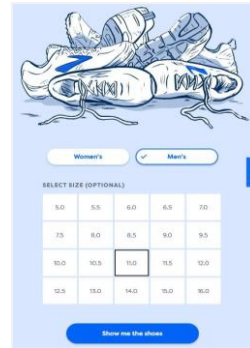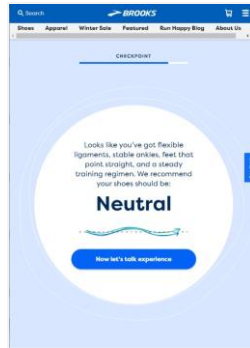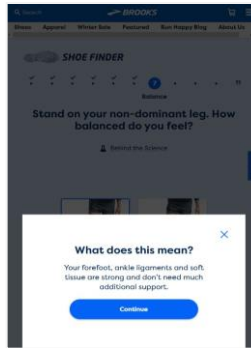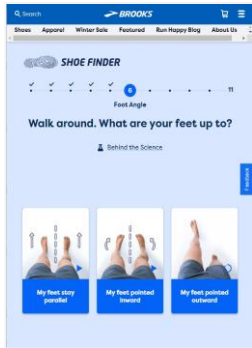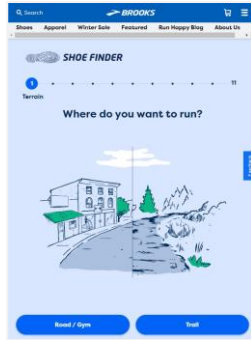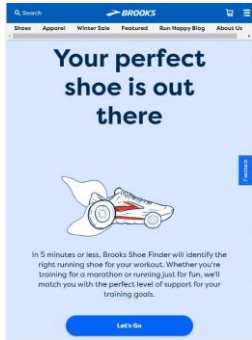
ASICS

- 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
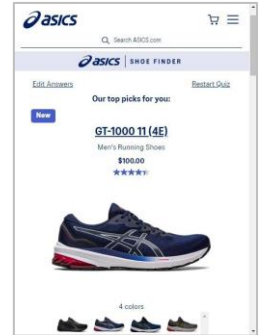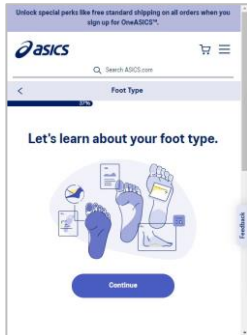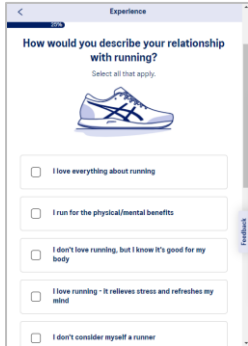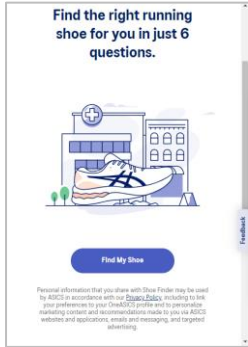
New Balance

- 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 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

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

We've got your results

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

Send my results

EMAIL ADDRESS

info@email.com

☑ I agree with the Privacy Policy and the websites' 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

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

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
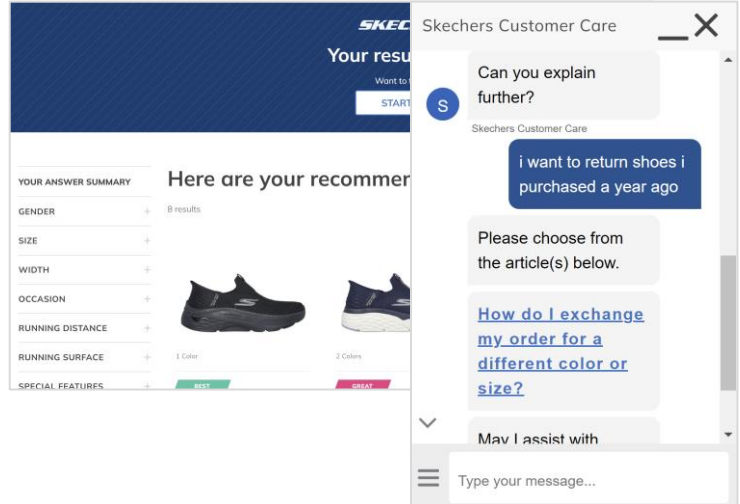
Puma

- 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
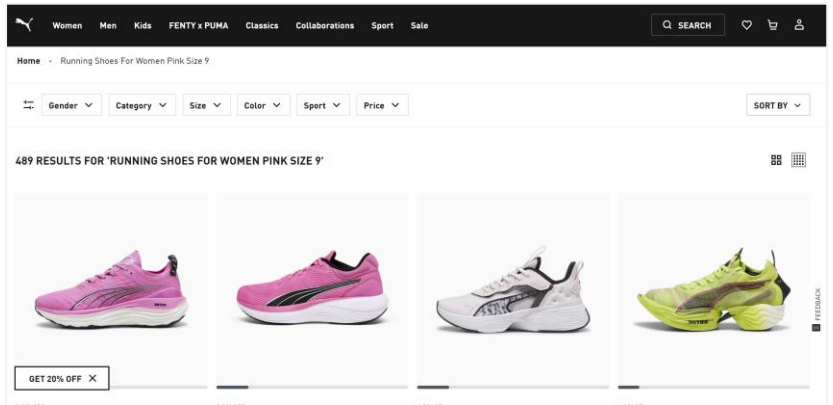
Saucony

- 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?

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
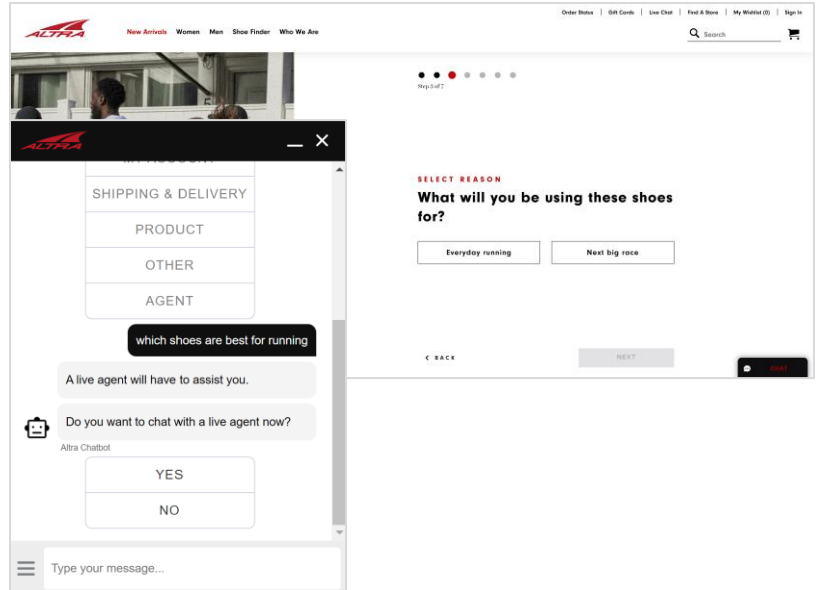
Karhu

- 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

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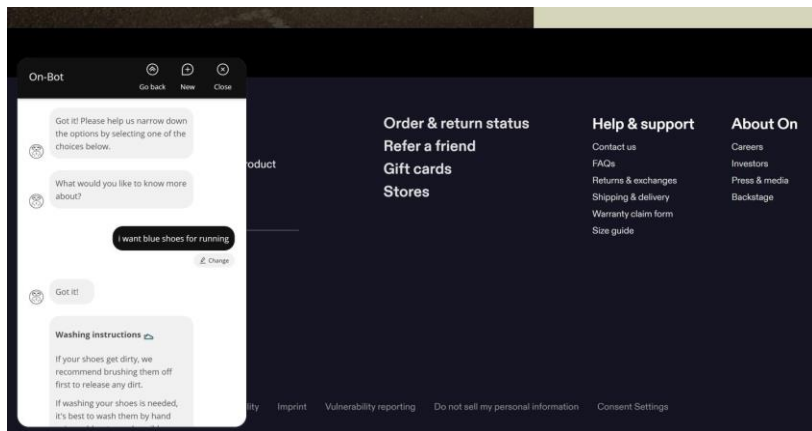
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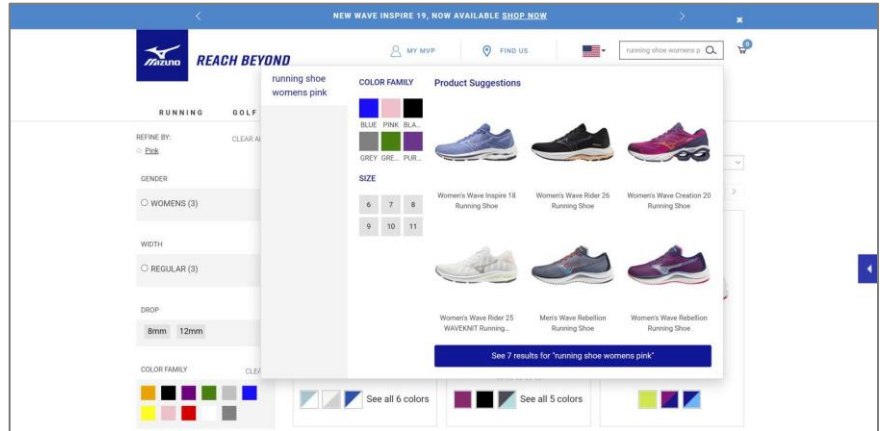
- No Shoe Finder available on site
- Search works with high level information: gender, activity, and color
- Size and fit are not searchable
- Filters have limited options
- Requires personal information for shoppers to interact with chatbot
- Chatbot relies on shoppers to click-through to a specific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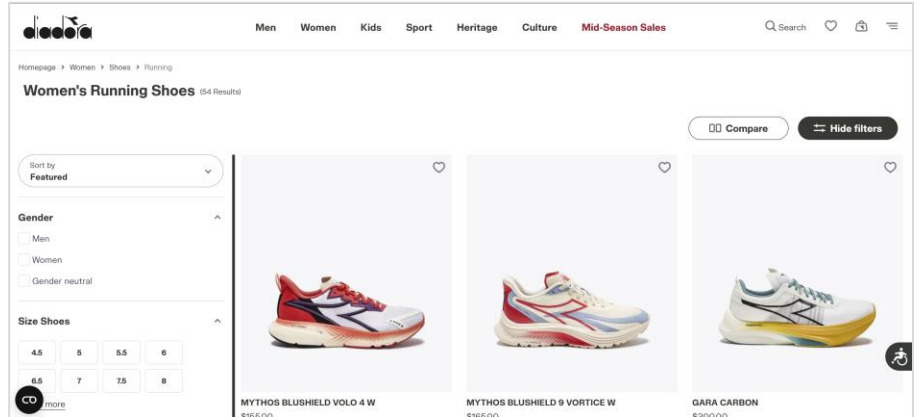
adidas

- 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
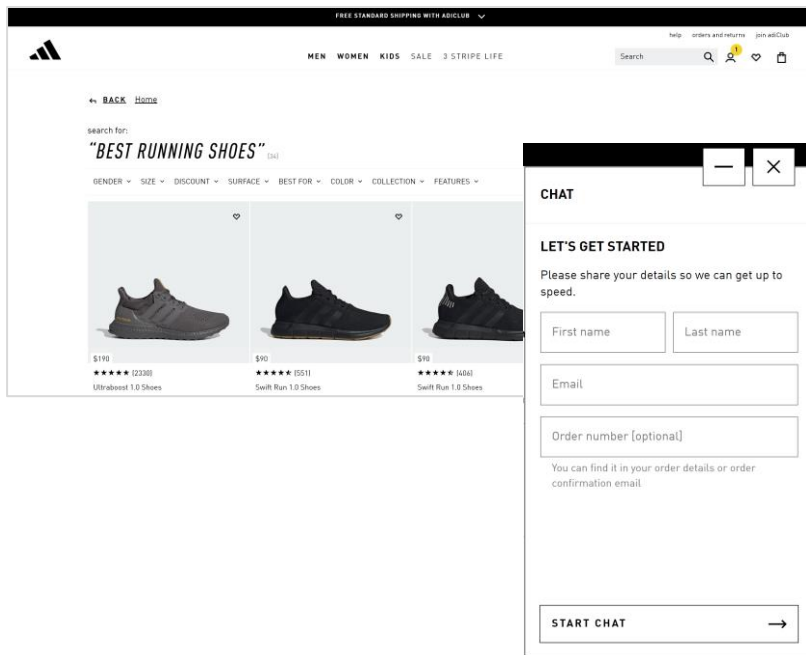
Topo Athletic

- 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.
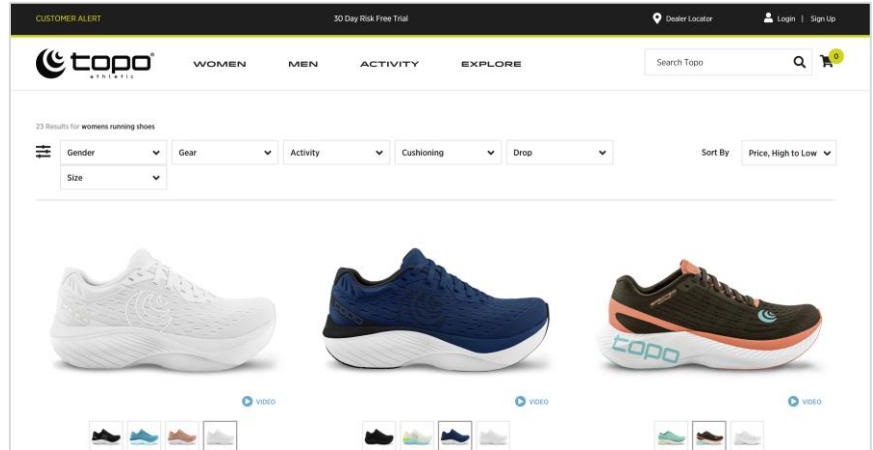
Reebok

- 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
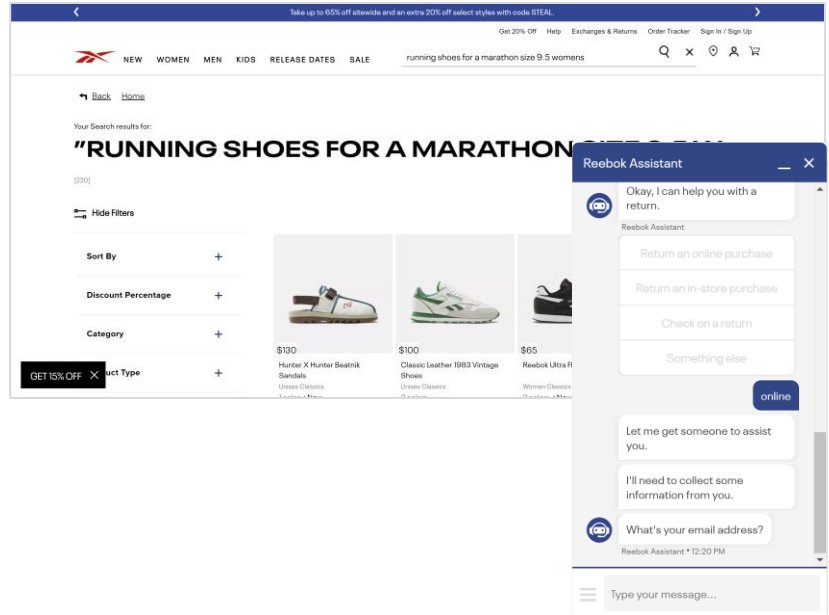
Under Armour

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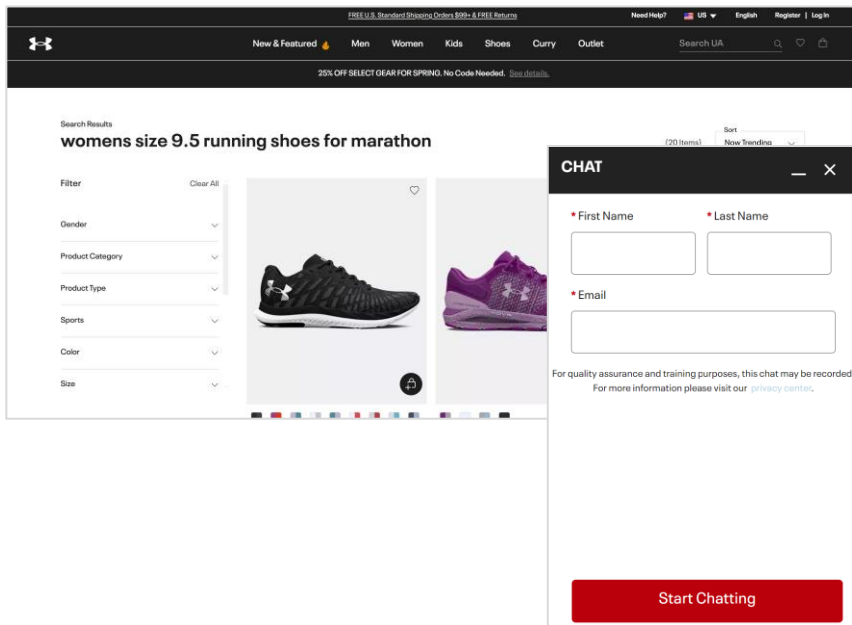
NOHOLD's Best Practices for Shoe Finder & CX Apps

- 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