

ShoeAI and the British Footwear Association (BFA) partner to boost members' online shoe sales in tough economic times

AI-driven guided selling software is proven to increase sales, transform online customer experience and enhance brand reputation.

FOR IMMEDIATE RELEASE

Olten, 8 September 2022: ShoeAI, the AI-driven guided selling software vendor, has joined forces with the British Footwear Association (BFA) in a bid to support the Association's membership through the cost-of-living crisis and looming financial contraction.

Having been inducted into the BFA's community of approved Partners, ShoeAI can provide solutions to the Association's Members, who span ecommerce businesses, bricks-and-mortar retailers, suppliers, wholesalers and emerging brands.

Timo Steitz, ShoeAI's Founder and CEO, explains: "A perfect storm of post-pandemic footwear overordering followed by unprecedented falls in online demand as the cost-of-living crisis bites has left many footwear brands and retailers with falling sales and high inventories.

"That's why it's the perfect time to team up with the BFA. Now we're a Partner, all its member companies can choose ShoeAI confident that, following our BFA audit and due diligence, our guided selling software is a reliable tool to drive their sales growth."

Polly Lythall, Business Development Manager at the BFA, adds "The BFA exists to support members and connect them with partners who can help them succeed. ShoeAI is an impressive solution that assists retailers in accelerating their digital sales. As UK households cut spending in the months ahead, our members will benefit from solutions that improve their customers' experience and foster brand loyalty. We're delighted to partner with this innovative company that supports those selling footwear online."

The footwear industry is experiencing an overstock crisis, with many retailers slashing orders or making significant discounts to tackle weak customer spending. ShoeAI's solution offers an alternative strategy: sell more.

ShoeAI achieves this by 'guided selling': as well as making sure that the customer finds the perfect fit for shoes that are in stock – a difficult task for an online retailer – sellers get insights into customer behaviour and can boost conversions by as much as 300%. With the average e-commerce conversion at 2% – a tenth of the average in-store conversion rate – an online sales assistant like Shoe AI fills some of that gap.

Drawing on machine learning capabilities, ShoeAI's software improves the customer experience making shoppers three times more likely to buy shoes online. Customers are queried about shoes they already own, their size and shoe preferences, leading them through a six-step process that replicates the in-store experience that concludes with recommendations on shoes that are in stock in the right size.

"Because customers are much more likely to buy a pair of shoes in a shop with a human assistant, this process is as close to a real-life experience as possible," concludes Polly. "It's a great solution and our new partnership with ShoeAI ensures our members will benefit."

Notes for the media

For media information and to request images and interviews contact Mike Doggwiler
E: mike@copestone.uk.com | T: +44(0) 7802 196766

Or visit our media centre at: shoeai.com/media-center

Robust data sets on ShoeAI's performance to support your story are available on request. We welcome journalist requests for data to discover how ShoeAI makes these customer experiences and elevated conversions possible.

For sales enquiries, please contact Paul Davis
E: paul@shoeai.com | T: +33(0) 625 086807

For investor relations, please contact Timo Steitz
E: timo.steitz@shoesize.me | T: +41(0) 76 607 2535

About the British Footwear Association

As a membership-based organisation, the British Footwear Association comprises a network of UK-based footwear manufacturers, designers, wholesalers, service providers and retailers. Its focus is to promote and enable the footwear sector both domestically and across the globe through a range of activities. With members ranging from the smallest artisan shoemakers to the largest and best-known brands in the world, the BFA's reach and exposure are significant. Through its membership and links to Government and internal resources, it provides expertise, support, advice, guidance and insight across a wide range of topics, ensuring its members achieve their goals.

britishfootwearassociation.co.uk



British Footwear Association



@BFA_Footwear

About ShoeAI



ShoeAI helps footwear brands and retailers to sell more shoes. We do this by introducing guided selling to the digital shopping experience via our AI-driven shoe fit software for e-commerce, ShoeAI. Our guided selling solution understands customer behaviours through machine learning, improving customer experience, increasing shopper trust and boosting conversions by as much as 300%, just like a real salesperson does in a physical store.

Headquartered in Switzerland and with offices and clients worldwide, ShoeAI's intuitive and easy-to-use AI-driven shoe fit software is used by global retail and shoe brands including Le Chameau, LK Bennett, R.M Williams, Lacrosse and Sports United. Learn more at shoesizeme.com and stay up to date with our education and thought leadership content on our [LinkedIn page](#).



About Timo Steitz

As ShoeSize.Me's Founder & CEO, Timo Steitz leads our business, the technical evolution of ShoeAI, our guided selling and shoe size plugin, and is responsible for investor relations. It was by drawing on his personal experience in the footwear and retail industry that he was inspired to develop a guided selling experience that replicates the in-store customer experience online. With a double masters in entrepreneurship and innovation from the University of St Gallen, Timo launched ShoeSize.Me, after working within the wealth management, consumer banking and technology sectors.