

# F I T L E



## Results

-20%

**Cart  
Abandonment Rate**

x 3.2

**Incremental  
Conversion Rate**

“

Fitle helps us to reassure our doubting customers and consequently improves our sales: 26% are done through Fitle. Via Fitle's dashboard, we easily track our customers behavior, data and KPIs.

**Hélène Tricaud, European Customer Success  
Manager @ Volcom**

### Company Profile

**Use Case:** mono-brand E-shop

**HQ (Europe):** Anglet, France

**Users:** Europe

**Fitle partner since:** 2017

### Feature Usage

\* Size recommendation  
(garment & shoes)

\* Data (customers & KPIs)

\* Sizing expertise with sizing  
chart audit

# Challenges

Created in 1991 by Richard Woolcott and Tucker Hall, Volcom offers garments and shoes developed for extreme sports passionates. As a modern lifestyle and streetwear brand, Volcom represents the creative spirit of youth and slide lovers culture.

Volcom, like its fans, always aims at pushing its limits further. The brand is constantly renewing itself and looking for innovative ways to improve its user experiences. As its latest online shopping challenge, Volcom wanted to provide a customer journey focusing on three components: 1 / a product focused approach 2/ durability and 3/ innovation.

To this extent, Volcom was looking for an innovative and digitized sizing solution in line with its vision. As Volcom's community is picky regarding the fit and cut of the garments, the size criteria definitely stands out as a determinant factor when ordering online. As such, the sizing solution Volcom was looking for had to first refrain e-shoppers from doubting about the fit & cut of products, while second, provide a smooth, accurate and morphologically based sizing experience.

## Key Points

- Develop a detailed, innovative and reassuring purchasing experience
- Create customer loyalty among its young and digitized slide lovers community
- Improve and secure cart conversion
- Secure a higher eshop conversion rate

## Solutions & Results

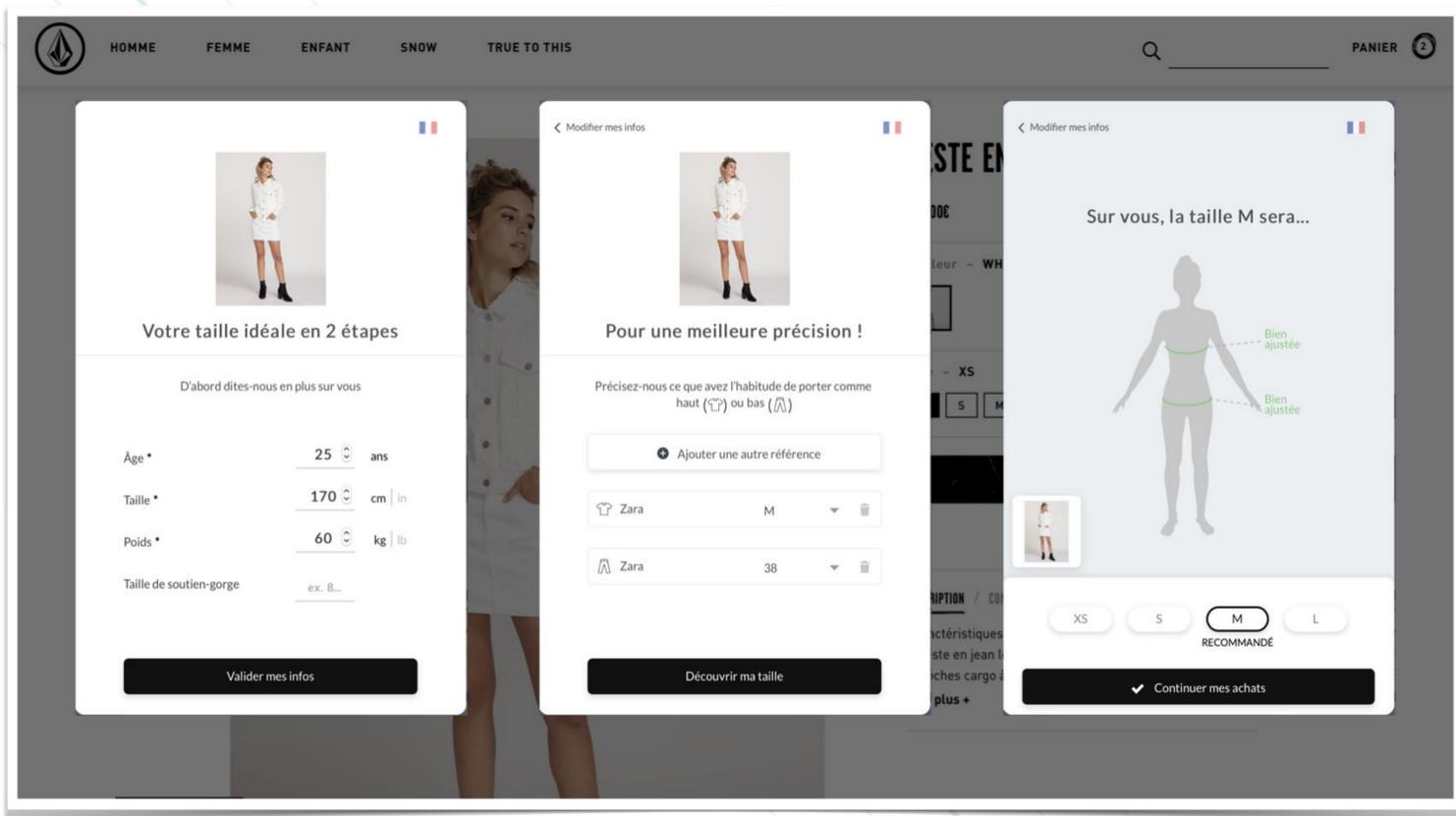
Fitle's size recommendation solution is a **perfect match** for Volcom.

1. an innovative sizing tool - **quickly integrable** plugin- providing a seamless, intuitive and **reassuring** purchasing **experience**
2. the improvement of clients' **trust, satisfaction** and **loyalty to the brand**, as the adequacy between the size/fit and the morphology of Volcom's e-shoppers is secured
3. the permanent **support & advice** from Fitle's team on **sizing expertise** topics (e.g. sizing charts' audit and adaptation) so to secure an accurate size & fit recommendation

For Volcom, the determinant key point of Fitle's solution is the **digitization of the changing room**. In physical shops, clients are able to try their clothes and compare them in terms of fit, cut and size. Online, the challenge is to reproduce this experience, which Fitle fully accomplishes : the plugin does not only provide the **right size recommendation**, but it also enables the client to visualize **how the garment will fit** on his personal morphology on the one side and to compare how the different sizes of one garment will fit on the other side.

With this clear differentiating element, **Fitle positively impacts Volcom's key metrics** while allows the brand to stand out for its community..

# Product in situation



## At a Glance, why Fitle?

- Accurate and innovative virtual fitting room
- Customizable and digitized tool in line with the brand's vision and its community expectations
- Reassuring and smoother customer experience enhancing e-shoppers' loyalty
- Secured ecommerce metrics improvement (e.g. conversion)

## Interested ? Request a Demo

We'd love to talk to you about sizing expertise: [partners@fitle.com](mailto:partners@fitle.com)

[www.fitle.com](http://www.fitle.com)