


430% Conversion Uplift 
On Web

213% Conversion Uplift 
On Mobile

Taking the Online Shopping Experience to the Next Level

Project Overview

Footwear | Shopify
greenesshoes.com

About Greenes Shoes

Greenes Shoes is a family run business founded in 1939 and for the past 20 years, it has focused entirely on specialist shoe shops. They are based out of Donegal, Ireland and deliver across Europe.

Challenge

The company first decided to go online in 2016, and in April 2020 Greenes Shoes upgraded its eCommerce platform to Shopify. They were looking for a solution to stand out in the overcrowded footwear space.

The only way you can stand out from the rest in the physical store setting is excellent in-store service with well-trained and helpful assistants. But that is very hard to replicate online...

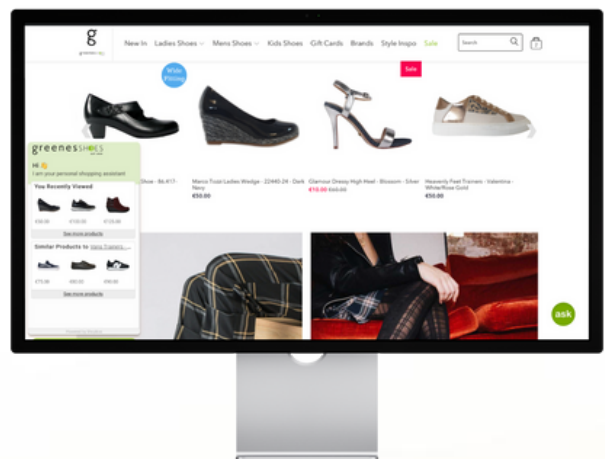
Orla McFadden, Managing Director,
Greenes Shoes

Solution

A very smart virtual shop assistant

Like a trusted retail assistant, Shopbox intuitively guides shoppers through Greenes Shoes' vast selection, adapting and curating to their preferences. It's like having a shopping companion that truly understands you.

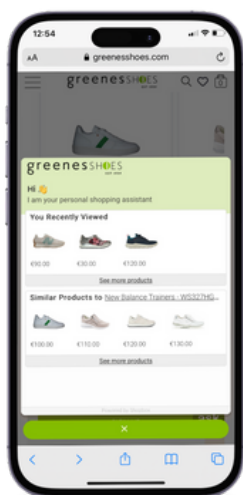
"Shopbox understands customer psychology. It puts customers at their ease, understands them and works with them. It seems to be saying, let's see what we can find for you!"



Shopbox's AI-powered pop up sales assistant

Recently viewed

Upon returning to the Greenes Shoes website, Shopbox presents the customer's "recently viewed" items, enhancing their experience without imposing. Positioned discreetly in a corner, the "recently viewed" panel seamlessly complements the browsing journey.



Optimised for mobile browsing

"In the store environment, people just pick up shoes at random. Someone who is a size 5 might look at a size 7, whereas Shopbox will remember that you are a size 5 when you come back."

"It's just incredible how Shopbox seems to understand retail behaviour and human psychology, and converts this understanding into sales and customer satisfaction."

Results

In the fast-paced world of eCommerce, Shopbox's stickiness keeps customers engaged, reducing the urge to bounce off to a competitor.

"One of the things we noticed is that dormant brands – shoe brands that nobody had bought for ages – suddenly started selling online once we had installed Shopbox."

➤ On implementing Shopbox, Greenes Shoes saw a significant surge in online sessions and product views.

➤ Shopbox users experienced approximately threefold higher sales conversions compared to the control group.

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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