

# CHATTY SHOES

A emotionally intelligent bot  
to enhance buying shoes  
online



OpenAI



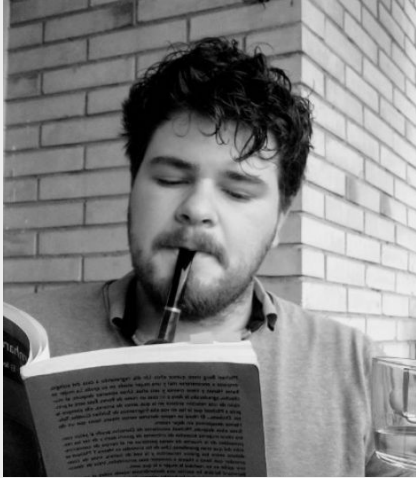
Pinecone



LangChain

# The Team

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ML Developer



**Alfredo L'huissier**  
Full-stack Developer



**Lizzie Darby**  
Team & Business lead

# The Problem

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Buying shoes in store typically involves a chat with a specialist who knows their product.

The problem is, when buying shoes online, who can you chat with to give you the confidence to buy?

**1%**

Avg. footwear  
conversion rate.

**40%**

Online return rate.

# The Solution

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## Introducing Chatty Shoes, our AI chat agent.

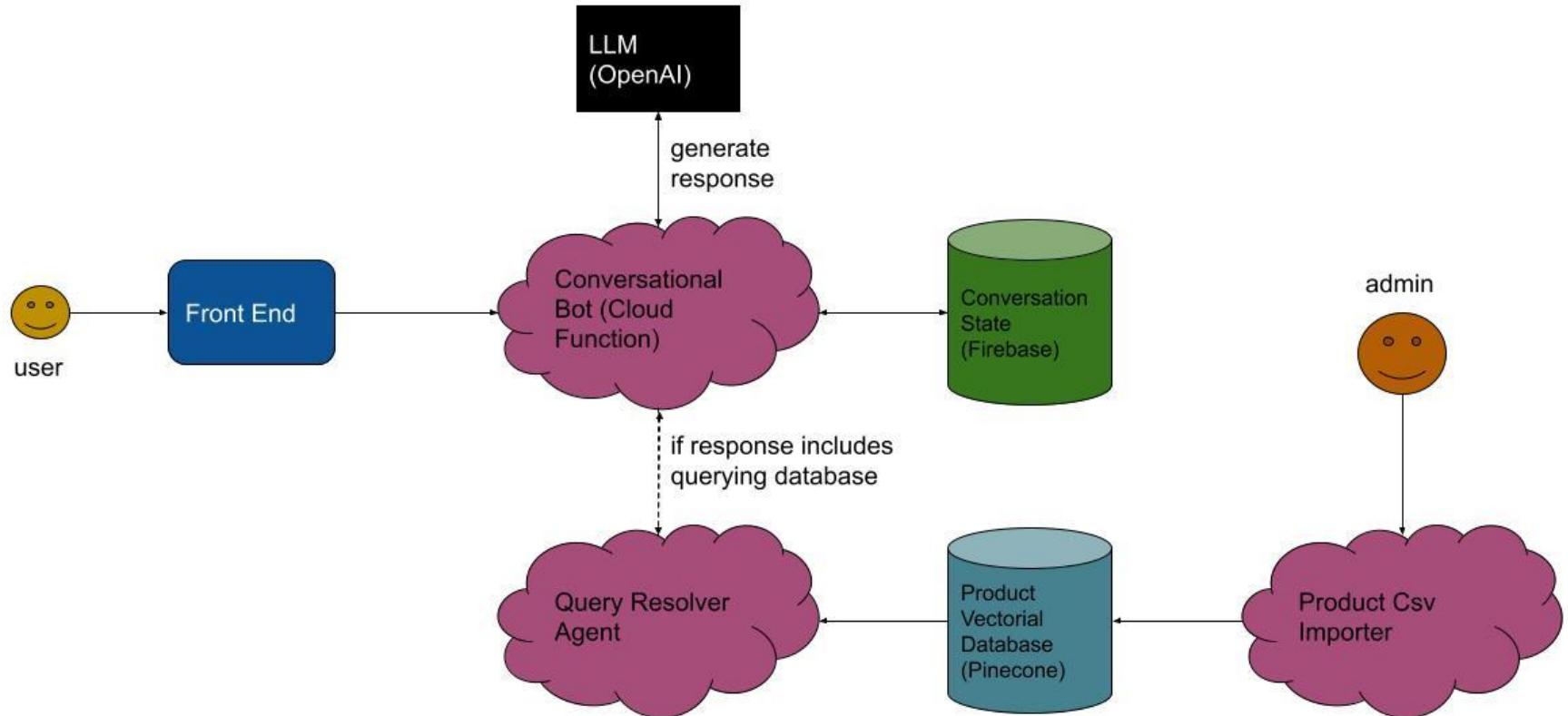
### Current solution:

- Relies on pre-defined word and keyword matching to generate impersonal responses
- Leading to limited product knowledge “I just want to talk to someone who knows about the shoes”
- No contextual or emotional understanding behind customer’s needs
- Limited personalisation and customisation for user - “they know nothing about my feet” that leaves you hanging..

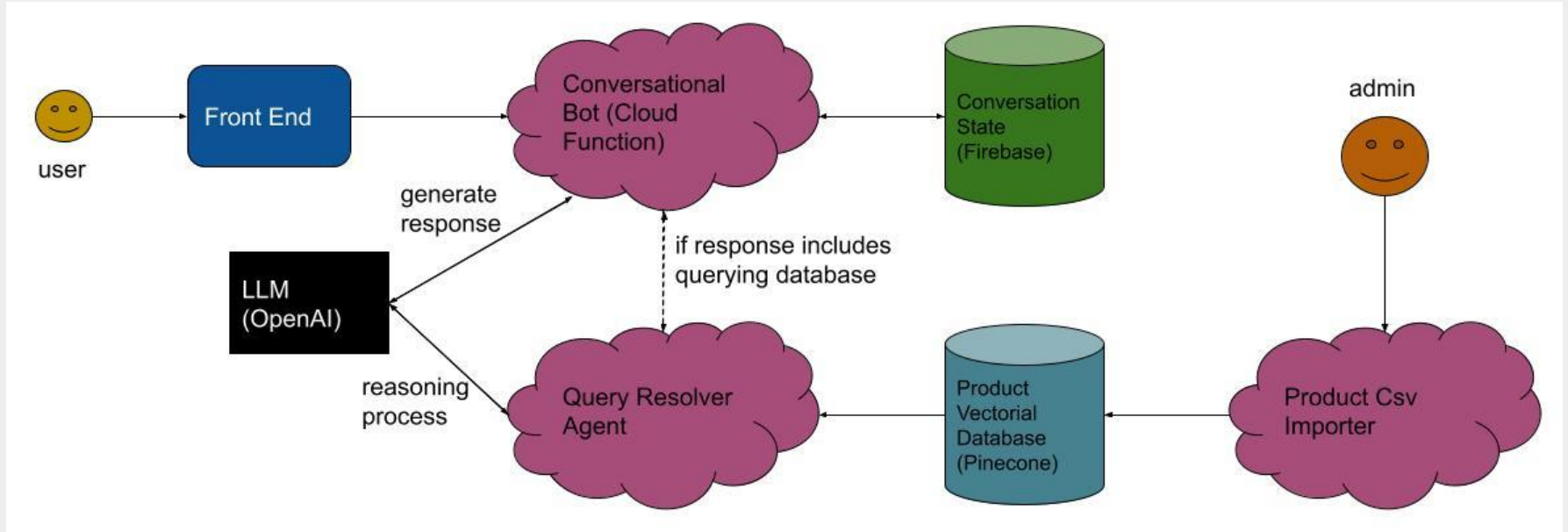
### With Chatty Shoes:

- Advanced NLP algorithms continuously learning deeper product knowledge
- ML and training over time, forever evolving on all levels: product, customer, contextually and emotionally.
- Personalisation and customisation evolving with every user’s visit

# How it works (basic)



# How it works (advanced)



# Demo

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[Click here](#)

## **Key features:**

- - Natural conversation (avoiding decision tree)
  - Action execution
  - Conversational data retrieval
  - Conversational data analysis

# Business Plan

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## FOOTWEAR B2B:

- Launch new footwear brand that centres around conversations to revolutionise conversions and returns.
- Sell app directly to e-commerce and shoe brand owners at a subscription rate.

## NEXT STEPS:

- Requires some budget to build initial MVP with all data services (eg, explicit sentiment analysis on conversation ending)
- Long-term memory for logged users
- Reasoning process in query management
- Test in 'live' e-commerce setting, evaluate and prove uplift in user satisfaction
- Over time, can scale to other fashion categories
- Sell app directly to server owners at a subscription rate



**Thank you.**