How HELM Boots Reduced Returns and Built Customer Trust with Fit Predictor

Background

HELM Boots, a premium footwear brand with a loyal customer base, wanted to enhance the online shopping experience and reduce returns resulting from sizing uncertainty—a common challenge in e-commerce. By partnering with Secret Sauce Partners and implementing Fit Predictor, they turned a potential friction point into a seamless, confidence-building moment for shoppers.

The result? Fewer returns, stronger customer trust, and a smarter path to purchase.

HELM Boots' Challenges

Increased Returns

Incorrect size selections led to increased returns, resulting in higher operational costs and lower margins.

Customer Hesitation

Uncertainty around sizing discouraged purchases and eroded trust in the brand's online experience.

Fit Predictor: Smarter Sizing, Backed by Shopper Behavior Analytics

Fit Predictor doesn't rely on guesswork. It analyzes billions of purchases and returns to understand what size customers keep - not just what they order. This distinction is key: it means Fit Predictor learns from past behavior of **300+ million** shoppers from **100,000+ brands** to deliver personalized, high-confidence size recommendations.

Whether a shopper is new to the brand or returning, Fit Predictor uses this behavioral data to guide them toward the size they're most likely to keep - helping to reduce returns, increase conversion and build trust.

01 Key differentiators

Unmatched scale and Real-time learning from 4+ billion purchases across 100,000+ brands.

Personalized Recommendations based on shopping and return behavior.

Frictionless Experience that fits naturally into the shopping journey—no size quizzes or sensitive data entry, such as age, weight, height, is required from customers.

02 Results

Return Rate Reduction
Customers using Fit Predictor returned items **13% less** often, reducing reverse logistics and improving overall profitability.

Widespread Adoption
Since launch, Fit Predictor has steadily gained traction on HELM Boots' site—now influencing over **40%** of all purchases. This strong adoption highlights both its ease of use and the value it brings to the customer journey.

Conclusion

HELM Boots turned a sizing challenge into a competitive advantage. By integrating Fit Predictor, they didn't just reduce returns - they rebuilt customer trust, simplified the path to purchase and laid the foundation for long-term loyalty.

𝒇 About Fit Predictor

Fit Predictor finds a customer's best fit in seconds by leveraging and augmenting retailers' data. For new customers without a shopping history, the Fit Predictor service predicts the best fit based on the customer's size in other brands as well as other shopping behavior. Fit Predictor is currently being used by over 100 million unique shoppers per month across global markets.

Want to elevate your brand and cut returns?

Contact Secret Sauce Partners for AI-driven solutions that reshape the fashion world

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