



“Without doubt, the most impactful capability we have ever added to our site, and we did almost nothing on our end - added a microphone link and we were good to go”
– VP eCommerce

2.3x longer
site engagement

1.5x more
page views

190% increase
in conversion rate

The Business

Ashley Stewart is a leading plus-size women’s omnichannel business, which started in local neighbourhoods, but has grown to become an iconic women’s fashion brand. Today it has 89 stores across the country, with one of the most socially engaged online communities, and a leading e-commerce business.

The Opportunity

As a leader at the forefront of innovation and online engagement, Ashley Stewart saw the opportunity to further express its strong brand and community by enhancing its website through the launch of a highly engaging and novel Voice Shopping Experience. With 74% of online visitors using mobile devices, the opportunity existed to present a new interface with the potential to impact the standard mobile shopping experience.

Empower your brand and experience the future of voice, now.

The Solution

YourAnswer, an empowering brand experience based on a breakthrough Real Intelligence Engine and novel UX, allows users to use their voice (or keyboard) to find products and information.

The Ashley Stewart brand and personality was embodied into YourAnswer, through not only engaging product results, but via helpful and fun verbal responses using Ashley Stewart’s unique voice.

Ashley Stewart only gave YourAnswer an existing product data feed, added a link to their website, and YourAnswer did the rest.

The Results

A controlled A/B test with data collected from more than 11 million user sessions resulted in:

190% increase
in conversion rate

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Some questions that were asked by visitors:

“show me all black dresses size 12 under \$100”

“silver and gold sequins blouse size 2X”

“how long does it take a shipment to get to you”