

• INITIAL PILOT SCOPE

Retail Agent for Blundstone

A low-risk 3-month pilot that puts a boot-fitting expert on every visit to blundstone.com.au – sizing, care, orders and warranty answered instantly, from Blundstone's own published information.

Delivered by Express Agent.

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Your customer just asks

No search box, no three-menus-deep help centre. Customers ask in plain language, and the Retail Agent answers like the brand's best boot fitter – sizing, fit, care and warranty, from Blundstone's own published information.

**Blundstone**
● Online

EXAMPLE

I'm usually a US 9.5 in runners – what size should I get in the classic boots?

Blundstones use unisex AU/UK sizing, so a US men's 9.5 is an AU 8.5. Worth knowing: half sizes add width, not length – and the Classics already fit wider than the Dress range.

The brown leather ones. My feet are on the wide side.

Then the AU 8.5 in the #585 is the safe pick. And if the fit isn't right, returns are free within Australia – here's the pair with the size guide attached:

**#585 Rustic Brown · AU 8.5**
Size guide attached – free returns within Australia

Example

Ask me anything... 



Understands the fit question

Usual size, usual brands, foot shape – a question or two in plain language.



Recommends the right size and range

From Blundstone's own sizing guidance, range by range.



Carries the answer to the cart

The right boot in the right size, with the size guide attached.



Hands off to the team

Warranty claims and stuck parcels escalate into the existing support flow, complete.

• WHERE IT APPEARS

An expert on every visit, and in every box

The Retail Agent answers on blundstone.com.au the moment customers ask, and follows the boots home by QR in the box.



On blundstone.com.au PRIMARY

Sizing, fit, orders, care and warranty answered around the clock – including every hour the 1800 line is closed and every time zone the brand sells into.

- ✓ Answers from Blundstone's own sizing and policy content
- ✓ Fewer fit-driven returns on a refunds-only policy
- ✓ Escalates into the existing Zendesk support flow



In the box by QR

A card in every box: care, fit checks and warranty answered at home, turning support moments into brand moments.

Real questions, real answers

A few more conversations, across the range. The customer asks in plain language; the agent answers from Blundstone's own published information and hands off when a person should take over.

What size boot should I buy?

- ✓ Their own top FAQ, answered conversationally instead of three articles deep
- ✓ Converts US, EU and womens sizes to the unisex AU/UK scale
- ✓ Explains width-only half sizes and range-by-range fit differences

Where's my order?

- ✓ Points to the tracking email and what each status means
- ✓ Explains dispatch and delivery windows from the published policy
- ✓ Escalates to the support team when a parcel is genuinely stuck

My boots are splitting at the elastic – is that warranty?

- ✓ Explains the warranty process and the Australian Consumer Law wording, exactly
- ✓ Never pre-judges a claim – collects photos and purchase details instead
- ✓ Hands a complete, well-formed claim to the team in one go

Are the #997s proper safety boots for site work?

- ✓ States the published certification, word for word, and what the boot offers
- ✓ Never extends the claim beyond the published standard
- ✓ Points to the safety range filters for the right variant

Why Blundstone, and why now

Blundstone serves customers who need fit advice before they commit – online, at night and far from a stockist. That is exactly where a Retail Agent earns its keep.



No chat anywhere on blundstone.com.au – every sizing question is a phone call answered 8:30 to 5, Monday to Friday, Hobart time.



Sizing is tricky by design: unisex AU/UK sizes, half sizes that add width not length, a Dress range that runs long – their own FAQ leads with 'What size boot should I buy?'



Every wrong size costs two freight legs on a refunds-only policy – fit answered right the first time is margin straight back.



The answers already exist: 64 maintained support articles across six categories – the agent puts them into every conversation instead of three clicks away.



A global brand's customers shop at night and from overseas, while the 1800 number sleeps 128 hours a week.



Warranty and safety-certification questions are exactly where improvised answers hurt – the agent quotes policy and standards verbatim, every time.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on the store

The Retail Agent goes live on blundstone.com.au, trained on sizing, ranges, orders, care and warranty policy, with a baseline agreed up front.

Baseline agreed



MONTH 2

Tuned on real conversations

Sizing guidance sharpened on live questions, warranty and returns flows connected into the existing Zendesk queues, with a mid-pilot review of fit-return signals.

Team feedback

Mid-pilot review



MONTH 3

Gated: the box and beyond

The in-box QR card and international coverage proceed only if month 1 and 2 targets are met and UAT is signed off.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Retail Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



Sizing answered instantly

The number one question resolved in conversation, not three articles deep.



Fewer fit-driven returns

Right size the first time on a refunds-only policy with free return freight.



Support load reduced

Routine order, care and policy questions absorbed before they reach the 1800 line.



Warranty handled by the book

Claims collected complete, with policy and ACL wording quoted exactly.



After-hours coverage

Night-time and overseas shoppers answered in the moment, in their language.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: Blundstone's own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

The Retail Agent is a working product in production today, not a prototype.

- ✓ A live agent you can try right now
- ✓ Conversational product advice over real retail data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Blundstone sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your data

It answers from Blundstone's own product, range and offer information with minimal integration, working alongside the systems you already run.



Guardrails built in

Returns and warranty answers quote the published policy and its Australian Consumer Law wording exactly. Safety certifications are stated only as published (AS 2210.3:2019), sizing help never becomes medical or orthotic advice, and manufacturing-origin questions get the brand's own words, verbatim.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full product catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent on the website.



01 Kick-off meeting

Lock scope, success targets and timing with the digital team.



02 Data request

Core inputs from Blundstone.

- ✓ Product range and size data by series
- ✓ The sizing guidance, range by range, as the team teaches it
- ✓ Returns and warranty policy, including the ACL wording
- ✓ Zendesk routing and escalation rules
- ✓ Brand voice guidance for the agent's tone



03 UAT

Your team signs off before anything goes live.



04 Go live

The Retail Agent goes live on blundstone.com.au.

THE ASK

Approve the pilot, share the product data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.