

THE GROOMSMAN SUIT



EST. 2015

“Having an accurate fitting tool was important to our engaged couples searching for wedding suiting to ensure their guys would look sharp on their big day.”

—Diana Ganz, Co-Founder of The Groomsman Suit

90%

Customer fit accuracy after
integrating Bold Metrics

Proven Results

5%

Exchange and return rate,
down from an av rate of 30%



THE PRODUCT: AN EASY WAY TO LOOK SHARP FOR THE BIG DAY

Founder Diana Ganz and Jeanne created The Groomsman Suit in February 2016 after Jeanne realized there was a huge market potential to provide affordable, stylish suiting options for groomsmen that fit well.

THE CHALLENGE: GIVING THE CUSTOMER CONFIDENCE WHEN PURCHASING A SUIT ONLINE

The Groomsman Suit's biggest challenge was providing potential customers with the confidence and reassurance that purchasing a suit online for their big day would be a seamless, simple process with an end result that would fit them well and make them look good.

Equally as important as the accuracy in size recommendations, is the ease of use and simplicity of the survey required to make the fit predictions for online purchases. The key was to only ask customers questions that they would know off the top of their heads, no measuring tape required.

HOW THE GROOMSMAN SUIT BOOSTS CUSTOMER CONFIDENCE WITH BOLD METRICS

"They didn't just sell us their product and leave it to us to figure out how to use it. They've made sure we're getting the most out of it and as a result of their support, we're seeing better results than we hoped for."

—Diana Ganz, Co-Founder of The Groomsman Suit

THE SOLUTION:

- The Groomsman Suit integrated Bold Metrics Virtual Tailor technology product tool onto their online platform in October.
- The Size Recommendation tool is currently optional for customers. It will be fully deployed with the ordering process this year.

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The results:

Initial test models have shown extremely positive results. Customers who opt to use the fit finder option and ordered sizes recommended show a fit accuracy of over 90%, indicating the potential to drastically reduce the company's overall average exchange rate from 30% to close to 5%.

Increased customer confidence and improved experience around fit and sizing translated to greater customer loyalty and better word-of-mouth recommendations. With Bold Metrics technology, The Groomsman Suit was not only able to reduce costly exchanges and returns, but also grow consumer confidence and optimize resources more efficiently, while positively impacting the bottom line.

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