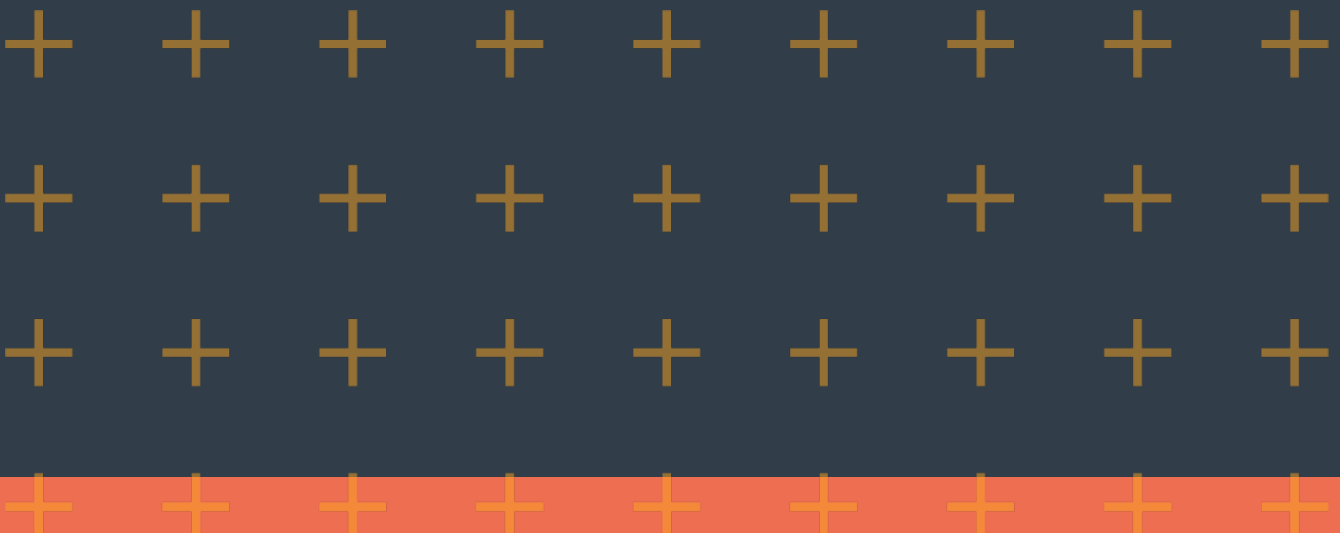


Case Study

The client: ShoeStation Direct

# Frictionless Footwear: Delivering Checkout Speed and Trust Online



## The background

For nearly four decades, **ShoeStation Direct** has been more than just a family-owned business - it's been a trusted name in footwear, workwear, and accessories. Generations of customers have relied on them for quality, and that loyalty shines through in their impressive Trustpilot score of **4.9/5 from over 500,000+ customers**.

Sixteen years ago, they took a bold step into the digital world, bringing their business online. Since then, they've never looked back, what started as a traditional store has grown into a thriving online **presence, offering over 14,000 products nationwide**.

Behind the scenes, trust has been just as important as growth. Customers trust **ShoeStation Direct** to deliver, and they trust us to help make that happen. For the past eight years, Fetchify's Address Auto-Complete and Email Validation have been part of their journey, ensuring smooth, reliable customer experiences. And as their online footprint expanded, migrating to BigCommerce gave them the scale they needed - with Phone Validation added to keep every interaction seamless and secure.



“The service and support we’ve received have been excellent. The accuracy of the data gives us confidence, and the plug-and-play products are so simple to implement. We’ve consistently experienced 99.9% uptime, with no admin headaches and really strong service levels - it’s been a seamless partnership”.

**Samuel Quinn,**  
ShoeStation Direct (Company Director)

## The project

As sales increased, ShoeStation had to keep pace and recently settled into a brand-new, purpose-built 10,000Sqft warehouse where everything is managed in-house. But growth wasn’t just about space; it was about experience. They knew their website had to be quick, seamless, and, in their own words, “basically idiot-proof.” That’s why they’ve reinvented their site three times, with the latest version set to launch in the new year. After eight years, the old platform was missing functionality and no longer fit for purpose. The new site needed to be mobile-friendly, scalable, and built for speed, because customers expect nothing less.

Here’s where Fetchify’s products made the difference: Postcode Lookup streamlined checkout, while Email Validation reduced back-office admin by ensuring addresses were valid before submission. Most recently, Phone Validation for BigCommerce was added, and implemented in seconds with a simple script change - delivering a much-needed reduction in failed deliveries.

With 70% of customers using digital wallets and 80% shopping via mobile, speed is everything. From picking a shoe, choosing the right size, and paying with a wallet, the journey is now lightning-fast - a frictionless experience that keeps customers coming back.

## The result

Partnering with Fetchify has delivered measurable improvements for ShoeStation Direct and their customers:

- **Checkout speed** → Reduced from nearly **2 minutes to just 10 - 20** seconds, creating a frictionless buying journey.
- **Higher conversions** → A cleaner, simpler look and feel with integrated validation tools improved the user experience, driving conversion rates up by **1.5-2%**.
- **Fewer failed deliveries** → Telephone Validation cut wasted postage costs and boosted ROI - pay only when validation is needed.
- **Trusted accuracy** → A secure, regularly updated system that reduces user error and builds customer confidence.

Together, these changes have transformed **ShoeStation Direct's** online presence into a fast, reliable, and customer-friendly experience, strengthening both trust and growth.

"ShoeStation Direct shows exactly what's possible when exceptional customer experience is backed by accurate, dependable data. Fetchify helps remove friction, cut delivery issues, and keep every order running smoothly. Supporting their growth and BigCommerce migration has been a privilege, and they continue to set a benchmark in online retail."

**John Giffiths,**  
Account Manager, Fetchify