Plae Engineered kids' footwear · Its agent, Ella

A fit specialist every parent can ask.



~10x
conversion

< 1 week
to go live

ITS AGENT
Ella
on plae.co

ABOUT PLAE

Plae makes engineered shoes for kids, with roomy toe boxes and tabs you can swap. On plae.co, its Skipify agent, Ella, helps parents find the right shoe and size, handles returns and exchanges in the chat, and brings in Plae's team when a person should step in.

BUSINESS	AGENT	PRODUCT	LIVE IN
Engineered kids' footwear	Ella	Commerce Agents	Under a week

THE CHALLENGE

Kids' feet keep growing, and nobody tries shoes on online.

Buying kids' shoes online comes with questions a product page can't always answer: wide feet, a growth spurt, which size to take when they're in between.

Each of those questions is a parent ready to buy, if someone answers it well. Left unanswered, it's a guess, a return, or a closed tab.

HOW IT WENT LIVE

1. **Its voice**
   Warm, supportive parenting tone
2. **The catalog**
   Live syncing with inventory, colorways and toe-box dimensions
3. **Returns**
   Returns and exchanges right in the chat, without the hassle
4. **A person when needed**
   Warm transfers to a live customer representative

Live on plae.co in under a week.

On plae.co

One parent, ~~from hello to checkout.~~

A parent shopping for a six-year-old with wide feet, asking Ella what they'd ask a fit specialist in a store. These are her answers, cut down a little.

EXAMPLE Condensed from conversations with Ella, Plae's Skipify agent, on plae.co, Nov 19, 2026

1 Her feet

Ella knows the shoes down to the toe box and the tab, and points to Plae's own fit tools.

My 6-year-old has wide feet. Which shoe would you suggest, and how do I pick a size?

Plae shoes have a roomier toe box, removable insoles and a wide opening, so they fit many kids with wider feet. If her foot is thicker along the instep, a larger tab size helps too. For her size, print the Plae Fit Kit and measure at home, or send photos of her feet on it to our fit expert.

Do you have wide kid sizes?

2 Room to grow

She knows Plae's promises and brings them up when they matter, so a parent buys the right size now.

She wears a 12 right now. Should I size up so she has room to grow?

Measure her with the Fit Kit, and again every 3 to 4 months. And if she has a growth spurt within 30 days of getting her order, our Growth Spurt Guarantee® gives you 50% off the same style and color in the next size up, even if they've been worn.

What is the Growth Spurt Guarantee?

3 The right shoe

Picks come from the live catalog, as cards the parent can open.

Which shoe would you pick for school and the playground?

The Cam is a versatile choice that goes from class to the playground. For rougher ground outdoors, the Kaiden Waterproof is a great one to consider.

PLAE
Cam
Spinner blue

PLAE
Kaiden Waterproof
C-beam green

4 If they don't fit

The worry that stops a purchase, answered before it turns into a return.

What if they don't fit when they arrive?

Unworn shoes can come back within 30 days for a refund, so try them on carpet first. If she's worn them and had a growth spurt, the Growth Spurt Guarantee covers the next size up.

Return process

5 Checkout, in the chat

From question to cart without leaving the conversation. Ella checks stock as she goes.

Can I buy them right here in the chat?

Yes, you can add them and check out right here. Tell me which pair you'd like, and I'll put it in your cart and start checkout.

When the size she asked for was out of stock, Ella said so, offered to let her know when it's back, and offered to find another.

A person, when it helps

When a parent wants someone from Plae, Ella hands the conversation to the team, so nobody starts over.

WHAT PLAE LEARNS

Every conversation, something to know.

Lapsed customers
Why they stopped buying, logged

Preferences
Arch support, velcro vs. lace, seasonal colors

Household sizing
Children per family, and their recurring growth spurts

Price sensitivity
How often families buy, mapped against shoe prices

Give every customer a specialist.

Type your website and meet the agent your customers would meet: it knows what you sell, and it answers in your voice, day or night.

Meet your agent
skipify.com/try

Book a demo
skipify.com/contact

This story online
skipify.com/stories/plae

Meet Ella yourself
plae.co

About Skipify. Skipify gives a business an agent of its own, on its website: one that knows what it sells, talks the way it does, and stays with each customer from hello to checkout.