

Case Study

Fustnot's Leap from Static Bots to Conversational Selling



Discover how BytePlus Digital Avatar helped Fustnot transform static chatbot flows into intuitive, dialogue-driven shopping experiences.

A Brand Born from Comfort & Innovation

In Japan's competitive D2C fashion scene, **Fustnot** (株式会社ファストノット) has carved out a niche by blending comfort, wellness, and style. Best known for **BELMISE**, its high-compression leggings and activewear designed for women's everyday health and style needs, the brand has sold more than **6.8 million units**, generating **¥10 billion (≈US \$70 million) in 2023**.

Founder and CEO Shun Saito reflects on the brand's roots:

"We saw unmet needs in the market for apparel that truly addressed women's wellness and comfort — that's why we developed BELMISE."

As a digital-native brand selling exclusively through its website, Fustnot had the advantage of direct customer engagement — but also a challenge: **how to replicate the warmth of in-store service online**.



The Challenge — Beyond Static FAQs

For years, customer inquiries on Fustnot's site were handled by a legacy chatbot limited to preset questions and answers. The experience felt rigid and impersonal.

Customers couldn't type in natural questions such as:

☞ "What tights help with nighttime leg discomfort?"

☞ "Do you have anything for calf blood circulation?"

Without nuanced responses, the bot failed to guide customers toward the right product choices.

Saito explains: "On the website, we couldn't offer anything close to an in-store experience. We wanted customers to feel the warmth of a real shop assistant online."

This gap in personalized, human-like interaction became a barrier to deeper engagement and trust — especially important in body-sensitive product categories like compression wear.

Results at a Glance

☞ 20+ SKUs mapped to AI recommendations

☞ BELMISE flagship leggings — product spotlight

☞ LLM + TTS = empathetic digital dialogue

☞ Early uplift: increase in engaged sessions, stronger first-touch experience

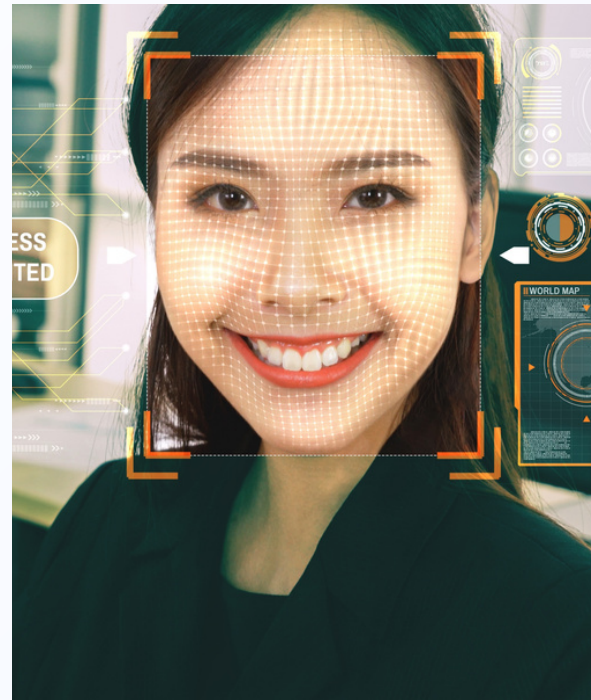
The Turning Point — Choosing BytePlus & Ultrasocial

Fustnot decided to modernize its customer journey by replacing the static bot with the **BytePlus Digital Avatar**, powered by **large language models (LLM)** and **text-to-speech (TTS)**.

Unlike a scripted chatbot, the Digital Avatar could **listen to a shopper's concern, respond naturally, and recommend products suited to their needs** — for example, tights for improved circulation or better sleep comfort.

Ultrasocial, Fustnot's technology partner, played a pivotal role in making this transformation seamless.

Ultrasocial led **detailed discovery workshops** to map the Digital Avatar to **Fustnot's 20-plus product SKUs**, training it to behave like an experienced apparel associate. By tailoring responses to product attributes and shopper intent, they ensured the AI felt **empathetic, conversational, and practical from day one**.



From Conversation to Conversion — Early Impact

The rollout marked a clear shift: customers now engage in natural dialogue, asking specific wellness-driven questions and receiving tailored suggestions in real time.

Although still early days for hard conversion metrics, initial user feedback has been positive, validating the move away from templated FAQs.

“Digital Avatars will soon become standard for web-based customer service,” notes Saito. “We see potential not only for faster customer support but also for new customer acquisition through web ads and even in-store digital signage.”

Key improvements so far:



Higher engagement at first touchpoint: The human-like tone encourages longer conversations.



Deeper trust: Customers perceive the brand as more attentive and helpful.



Future-ready foundation: Lays groundwork for improved conversion rates and richer customer profiling as the AI learns over time.

Innovation as a Brand Value

Fustnot's journey highlights that innovation is not about size but mindset. By embedding the Digital Avatar at the core of its customer experience, the brand differentiates itself from typical eCommerce flows and signals a commitment to empathetic, tech-driven retail.

Ultrasocial and BytePlus continue to support **feature tuning**, such as optimizing responses for seasonal promotions and preparing for future integrations with TikTok Live and Creative Digital Studio (CDS) tools for interactive campaigns.



For Fustnot, moving from a static bot to BytePlus Digital Avatar was more than a technical upgrade, it redefined how a D2C brand can combine human warmth with AI precision to guide shoppers with care and confidence.

As Japan's eCommerce market evolves, Fustnot's story shows that even lean digital-native brands can lead with intelligent, human-centric technology — achieving retail experiences that feel personal, at scale.

If you would like to learn more about our products and solutions, please reach out to us at www.byteplus.com/en/contact.

