

Wilson Fit AI's Potential to Revolutionise the Custom Fitting Industry

Golf is a game of precision, where even the slightest adjustment can be the right recipe for breaking 80. For most of the last century, Wilson Golf has ruled the game of golf, producing unmatched high-quality clubs that many pros have used to win championships. However, since the 70's, the brand has struggled to maintain competitiveness. Enter Wilson Fit AI, an innovative artificial intelligence tool that promises to revolutionise the custom fitting process and potentially restore Wilson Golf to its former glory.

Wilson Golf's reputation took a hit due to several strategic missteps and poor management decisions over the years. Although they continue to produce quality equipment, their market share and brand strength have dwindled, and they now face the daunting task of regaining the trust and interest of golfers worldwide. With a 5% market share in iron sales, Wilson Golf aims to double this figure by 2026. To succeed in this task they will leverage artificial intelligence.

The Innovative Solution

Wilson Fit AI is an advanced technology designed to provide custom golf club fittings using AI algorithms and motion sensors. This tool collects detailed swing data and quickly delivers customised recommendations for each golfer, enhancing their performance. The technology drastically reduces the time needed for a complete fitting session to only 15 minutes, making it more efficient and accessible.

Reception of the Technology

The theory of 'Diffusion of Innovations' is a framework for understanding how new

technologies spread in a market and what elements affect the adoption rate. To ensure optimal diffusion conditions an innovation should: have a high relative advantage over existing products, be easily integrated with existing systems and routines, be easy to use and understand, allow for testing and experimenting before buying, and be able to showcase the effects of using it to.

Wilson Golf's customers are in this case golf equipment retailers who purchase and put the technology to use on golfers wanting to do a custom fitting. Their opinions and perceptions of the Wilson Fit AI are pivotal in ensuring it spreads in the market. The expressed strengths of it are its accuracy, ease of use, and ability to save time. They appreciated how the tool streamlined the fitting process, making high-quality fittings more accessible than before. However, they also pointed out challenges. Wilson Golf's weak brand and the product's limitations issues could hinder a wider adoption of Wilson Fit AI. Retailers expressed concerns about compatibility with junior and lady golfers, and that it's only working with irons.

Wilson Golf must strive to strengthen their brand via increased digital marketing campaigns and through the use of key individuals. Additionally, they should expand the product to fit all golfers and all golf clubs.

Wilson Fit AI has the potential to be a game-changer for Wilson Golf. By addressing the identified challenges, they can pave the way for wider adoption of the technology, and with it comes an opportunity to swing back in the lead.