

THE COMPLETE GUIDE TO BUILDING AI BASED SHOPPING EXPERIENCES OPTIMIZED FOR CONVERSION

Practical Steps Marketers Can Use For
Implementing AI On Your Website That Helps
Convert & Retain More Shoppers

App0

<https://www.app0.io>

TABLE OF CONTENTS

INTRODUCTION	3
5 CORE PRINCIPLES	6
HUMAN CENTRIC INTERACTIONS	7
GOING BEYOND THE CHAT BUBBLE	11
USING SPECIALIZED TOOLS	16
MAKING THE BEST PRODUCT RECOMMENDATION	19
UNDERSTANDING LIMITATIONS	25
CONCLUSION	26

HOW TO CONVERT CASUAL VISITORS INTO LOYAL CUSTOMERS

In an era defined by choice overload and diminishing attention spans. With countless brands vying for attention, conventional tactics like static product pages, generic recommendations, and basic chatbots are no longer sufficient. Shoppers today expect experiences that are fast, intuitive, and deeply personalized.

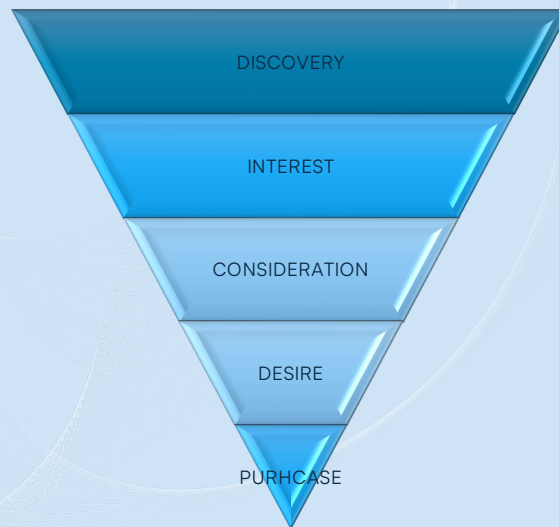
Adding to the challenge, decision fatigue has become a significant barrier to conversions. According to a study by Accenture, 74% of shoppers walk away frustrated when faced with too many options or a lack of clarity. As a result, even the most well-designed websites can struggle to meet the expectations of modern consumers who demand more than just access to products—they want guidance, expertise, and a seamless path to purchase.



NOW YOU CAN PRO-ACTIVELY ENGAGE WITH SHOPPERS THAT ARE HIGHER UP THE FUNNEL.

Far from being just another chatbot, these agents act as intelligent shopping assistants, capable of delivering tailored experiences at scale. By leveraging advanced technologies such as Large Language Models (LLM), image analysis, and dynamic UI design, AI agents can:

- Engage shoppers higher in the funnel, capturing attention before intent fully forms.
- Provide contextually relevant recommendations by combining real-time conversation insights with historical data.
- Simplify decision-making by offering solutions that are precise, intuitive, and visually engaging.



**ACTIVELY ENGAGE
WITH SHOPPERS HERE**

AN EFFECTIVE AI BASED SALES AGENT CAN DRAMATICALLY IMPROVE YOUR KPIs

BABY PRODUCTS

SUPPLEMENTS

FOOD & BEV

PERSONAL CARE

25%

Conversion Rate
of AI Agent

22%

Higher AOV Compared
To Unassisted Orders

66%

Customer Support
Auto-Resolved

5

CORE PRINCIPLES FOR DESIGNING AN AI AGENT THAT CONVERTS

A good AI sales agent is more than just a chatbot—it's an **extension of your brand and your best salesperson**— available to every shopper. At the heart of this approach are the five core principles for designing your AI Agent:

1

Execute Human-Centric Interactions at Scale and Behave Like Your Best Salesperson

2

Go Beyond the Chat Bubble And Elevate the AI Sales Agent Experience By Making It Rich And Interactive.

3

Use Specialized AI Tools Beyond LLMs to Enhance the AI Agent's Expertise.

4

Recommend the Most Accurate Product Possible.

5

Understand Its Limitations And Handover To Humans When Necessary

HUMAN-CENTRIC INTERACTIONS AT SCALE: AN AI AGENT THAT LEADS THE CONVERSATION

A great AI agent doesn't just list products—it **connects with shoppers and acts like your best salesperson**—asking the right questions, demonstrating empathy, and offering thoughtful, tailored recommendations. It should replicate the behavior of your best salesperson, making every interaction feel personal and meaningful. In other words, you must create a sales persona specific to the products and services you provide.




Make-Up Artist
Category: Personal Care




Meal Planner
Category: Groceries

AI SALES AGENTS THAT HAVE A HUMAN PERSONA


YOUR AI AGENT SHOULD BE PRESENTED AS AN EXPERT TAILORED TO YOUR BUSINESS' CONTEXT, AND NOT AS A BOT.



☀ Coffee ☀
BARISTA
A friendly barista recommending beans or brewing tips.



☀ Food & Bev ☀
MEAL PLANNER
A meal planner suggesting recipes and grocery lists.



☀ Personal Care ☀
MAKEUP ARTIST
A makeup artist offering personalized skincare routines.



☀ Supplements ☀
HEALTH COACH
A health coach offering healthy and nutritional meals.

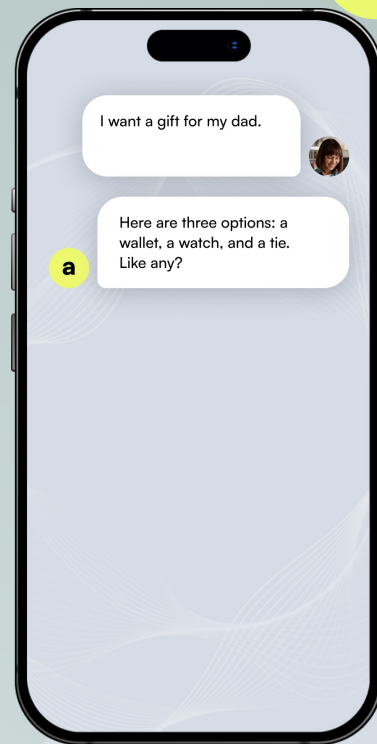
IMAGINE YOUR BEST SALESPERSON ENGAGING WITH EVERY SHOPPER ON YOUR WEBSITE, READY TO GUIDE, INQUIRE, AND RECOMMEND THOUGHTFULLY.

A good AI-based sales agent mirrors this behavior, providing personalized and context-aware responses rather than generic or robotic answers. The goal is to make shoppers feel understood and valued, ensuring their needs are not just met but anticipated.

Example 1.

First, let's look at a **bad example**. Finding a gift for Dad.

In this scenario, the AI simply lists products without context or curiosity. It lacks the follow-through that could transform a casual inquiry into a meaningful engagement.



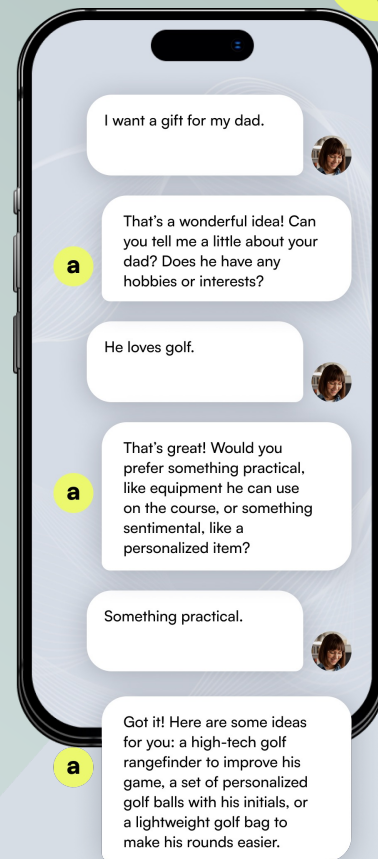
A HUMAN CENTRIC AI-AGENT LEADS THE CONVERSATION.

It listens, asks clarifying questions, and tailors recommendations based on the user's input:

Example 1.

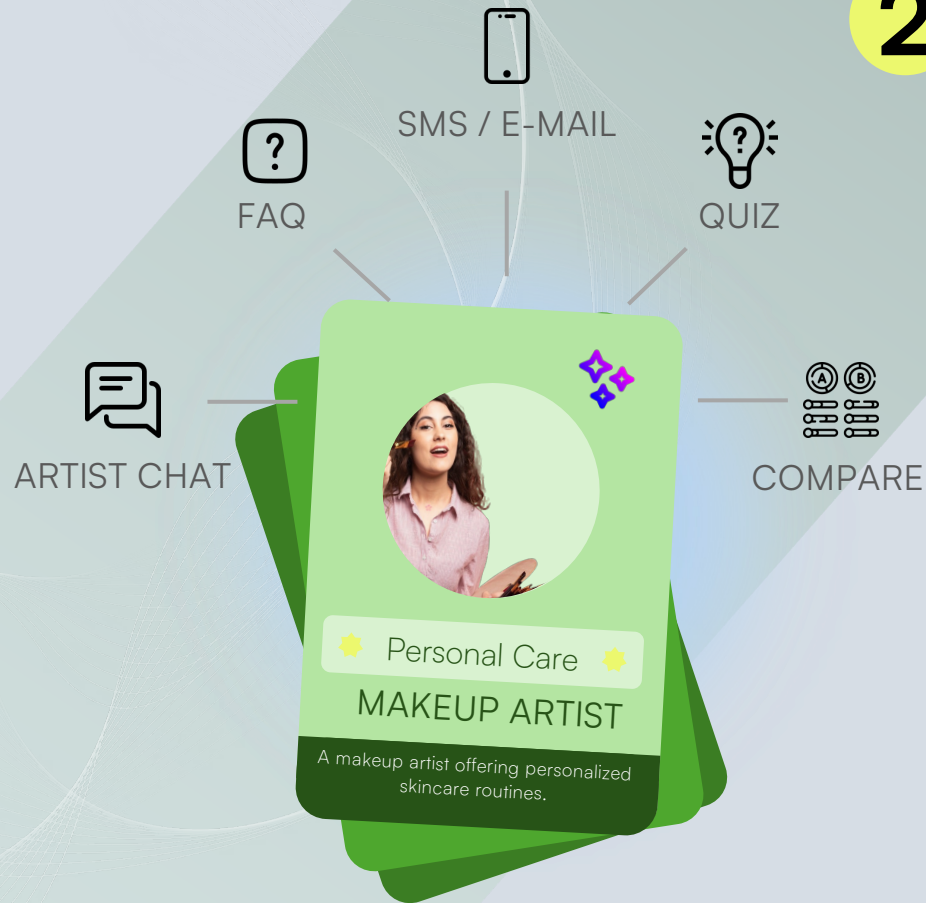
Let's *improve* this example with a more thoughtful conversation.

In this interaction, the AI goes deeper into the shopper's needs with two questions, uncovering both the recipient's interests and the type of gift the shopper prefers. The result is a tailored recommendation that feels thoughtful and personal.



ELEVATING THE AI BASED SHOPPING EXPERIENCE: GOING BEYOND THE CHAT BUBBLE

A common pitfall with AI-based sales agents is **limiting their interaction to a small chat bubble in the bottom-right corner of the screen**. While this approach may suffice for customers already deep in the funnel or with high purchase intent, it fails to engage most shoppers who are still exploring or undecided.

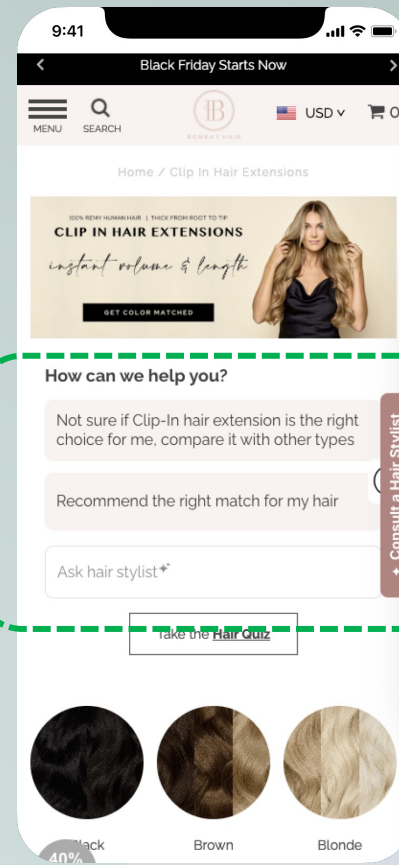


A TRULY EFFECTIVE AGENT ISN'T CONFINED TO A SINGLE CORNER OF YOUR SITE

IT'S PERVASIVE AND
SUBTLY PRESENT AT
EVERY TOUCHPOINT

Embedded Home Page / PDP
widgets allow you to engage with
shoppers without giving them the
feeling of having “chat” with a bot.

Embedded Home Page Widget

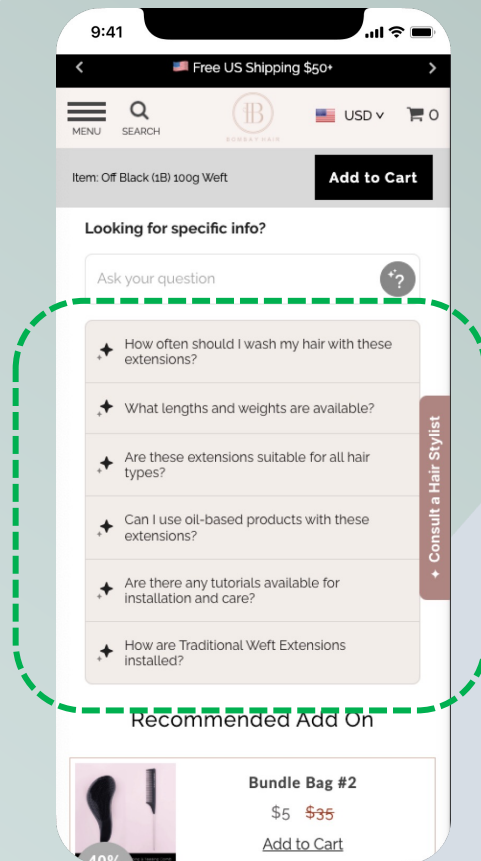


A TRULY EFFECTIVE AGENT ISN'T CONFINED TO A SINGLE CORNER OF YOUR SITE

AI POWERED FAQs HELP ANSWER ANY SHOPPER QUESTION

An interactive FAQ, where customers can type their own questions and receive instant, personalized responses, addresses the limitations of traditional static FAQs.

Embedded AI Powered FAQ

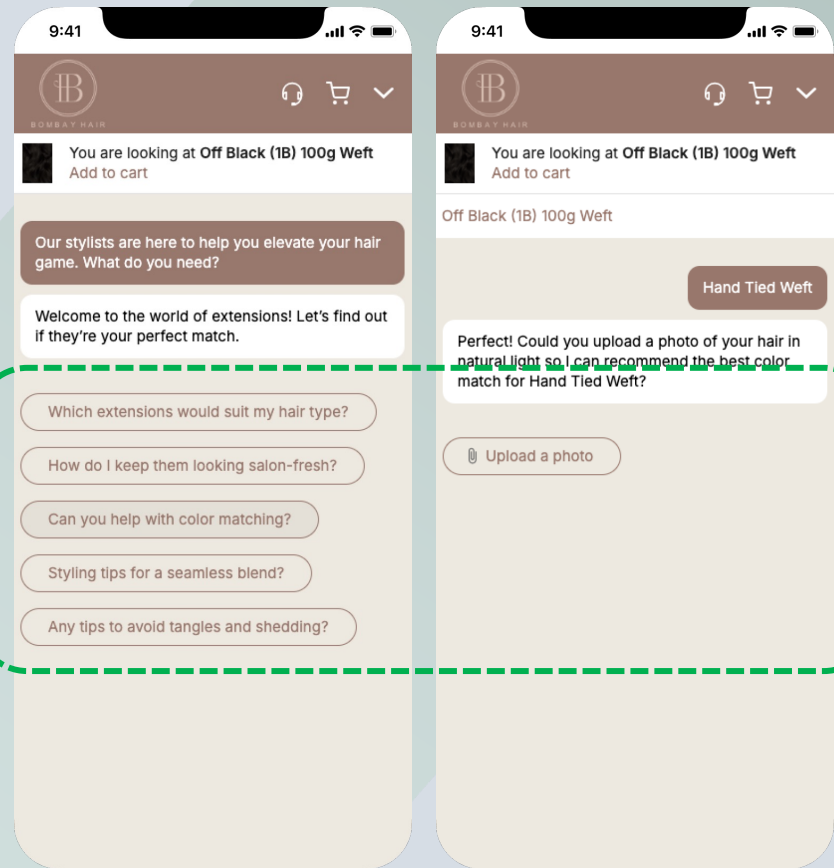


THE USER INTERFACE FOR AN AI AGENT SHOULD BE RICH AND INTERACTIVE

MORE CLICKING.
LESS TYPING.

A good AI Agent's user experience feels more like clicking and browsing rather than typing. The AI Agent should be able to guess the best next action based on the context of the conversation.

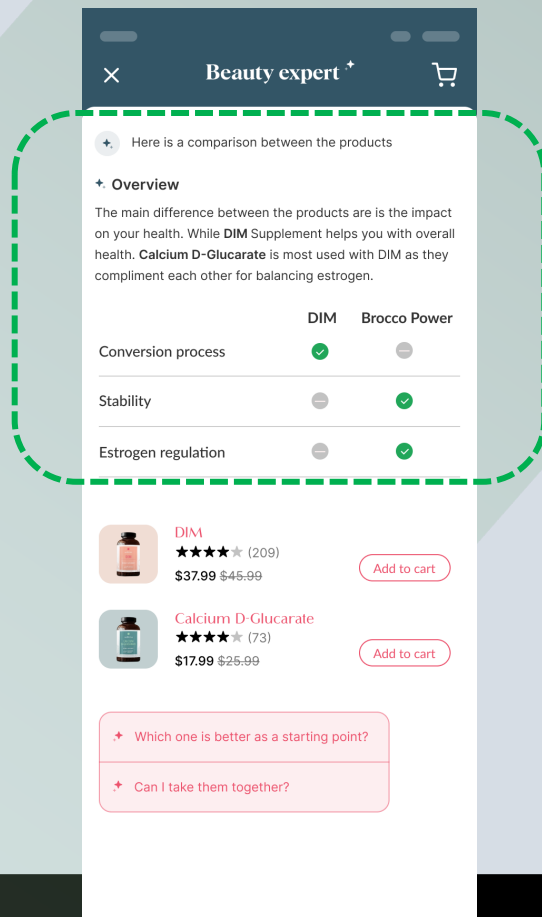
Just The Perfect Next Action Every
Time



THE USER INTERFACE FOR AN AI AGENT SHOULD BE RICH AND INTERACTIVE

AI GENERATED PRODUCT COMPARISONS

The AI Agent can generate product comparisons at the user's request.



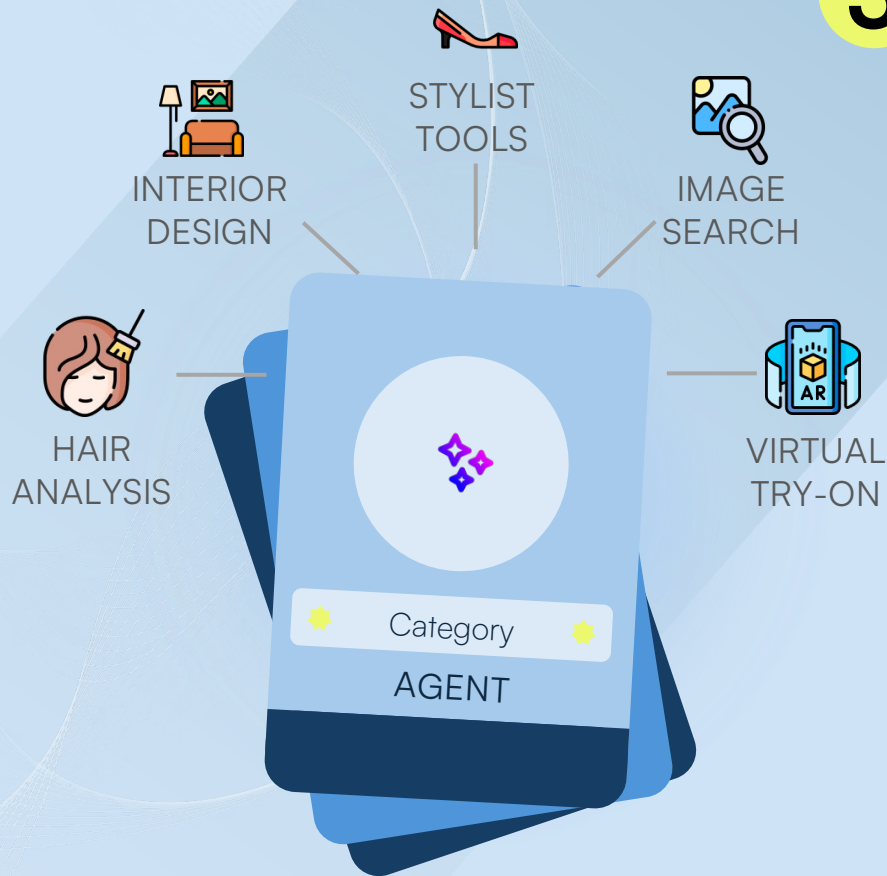
“Partnering with App0 has transformed how we connect with our customers. Their AI-powered platform has helped us create a more engaging shopping experience, driving meaningful results across our key metrics.”



Tammy RANT
CEO, Tushbaby

USING SPECIALIZED TOOLS PURPOSE BUILT FOR THE CATEGORY: HANDLING UNIQUE NEEDS

A good AI-based sales agent doesn't respond with text—it's equipped with specialized tools to handle unique challenges specific to your business. These tools allow the AI to provide tailored solutions that go beyond generic interactions, reinforcing its role as a true expert in its domain. This transforms the shopping experience into something more personalized, effective, and satisfying.



CONSIDER A COMPANY THAT SELLS HAIR EXTENSIONS.

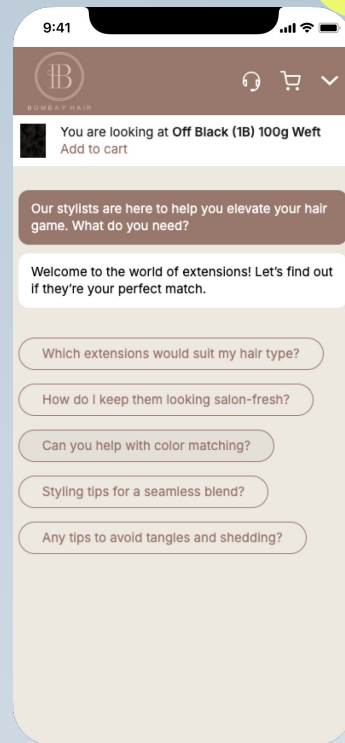
A specialized AI agent acts as a **virtual hair stylist**, leveraging advanced tools like image analysis to assist customers in ways a traditional chatbot cannot.

Example.

A key challenge when buying hair extensions online is finding the exact color.

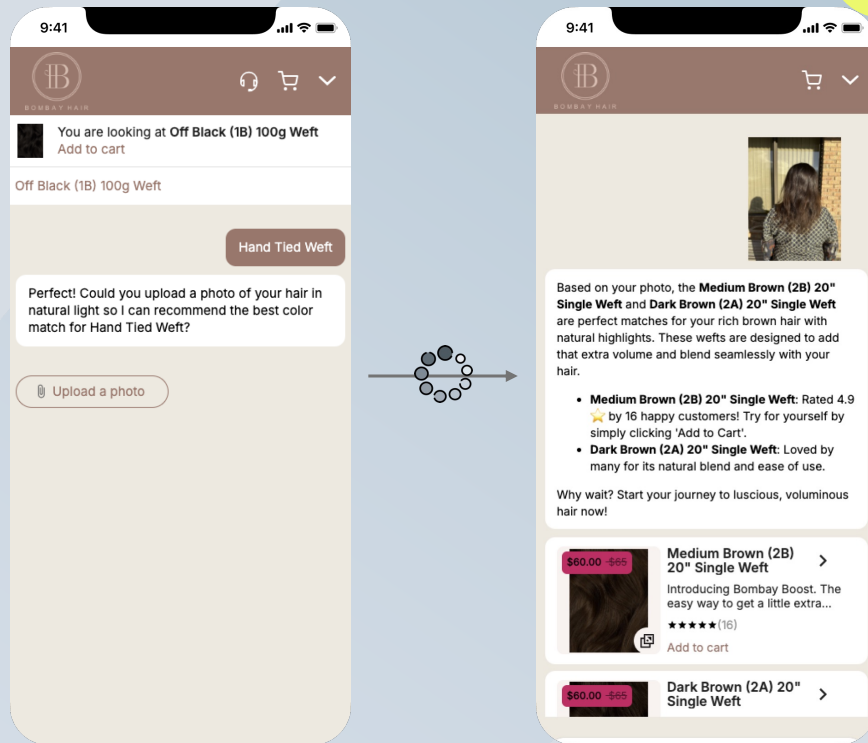
In this interaction, the Hair Stylist AI Agent uses advanced image analysis to find the perfect set of hair extensions based on an image provided by the shopper.

First the user chooses to start a conversation with the Hair Stylist AI Agent.



THE USER IS THEN ASKED TO UPLOAD A PHOTO

The Hair Stylist AI Agent **uses advanced image analysis** to find the perfect-colored hair extensions for the shopper.



MAKE THE BEST PRODUCT RECOMMENDATION

A great AI-based sales agent must deliver highly relevant product recommendations tailored to the user's needs and context. Achieving this **requires more than simply connecting an LLM to your product catalog**. The key lies in organizing your data into a well-structured, complex product taxonomy, **ensuring the AI can map user inputs to the right products with precision**.



WHY GENERIC RECOMMENDATIONS FALL SHORT

Generic AI chatbots rely solely on broad associations or surface-level information in product catalogs. Without a structured taxonomy or a "search guidance" layer, the AI struggles to prioritize products that are specifically designed to address the user's needs.

Let's look at a **bad example**.
A generic response when a product catalog is attached to LLM.

What do you suggest for fibromyalgia?



I'm not a medical professional, but I can share general suggestions for managing fibromyalgia that you might find helpful.

Lifestyle Modifications

Regular Exercise: Low-impact activities like walking, swimming, or yoga can help reduce symptoms over time.

Healthy Diet: Focus on an anti-inflammatory diet rich in fruits, vegetables, lean proteins...

a



TO ADDRESS THIS, THE AGENT MUST UNDERSTAND THE NUANCES OF EACH PRODUCT AND CATEGORY

The conversation must demonstrate **expertise**, showing the user that their specific concern is understood and addressed.

Deliberate search guidance with symptom-based product matching can result in the right product recommendation.

What do you suggest for fibromyalgia?



For fibromyalgia, it's important to consult with your doctor for proper evaluation. However, here are some products that might support your needs:

Brocco Power - Sulforaphane: This product is a powerful antioxidant that supports detoxification in the liver. It contains sulforaphane, which is equivalent to consuming 500 grams of fresh broccoli. It's made with non-GMO ingredients and is free of gluten, dairy, soy, yeast, sugar, and colors.

a



DEEP UNDERSTANDING OF PRODUCT PORTFOLIO

Generic chatbots are unable to make connections between related products and often provide unhelpful responses to more nuanced questions.

Another **bad example**.

A generic response when a product catalog is attached to LLM without product relations.

may I ask if the snug attachment goes with the tushbaby hip carrier lite version?



To confirm if the snug attachment is compatible with the Tushbaby Hip Carrier Lite version, it's best to check the product description on the official Tushbaby website or reach out directly to their customer service. Compatibility often depends on the specific model and design of the attachment and carrier.

Would you like assistance in finding that information online?

a



TO ADDRESS THIS, THE AGENT MUST UNDERSTAND THE NUANCES OF EACH PRODUCT AND CATEGORY

A good AI Agent not only answers the question but does more to nudge the customer towards a purchase — by offering a discount in this case.

may I ask if the snug attachment goes with the tushbaby hip carrier lite version?



Yes, the Snug Attachment is compatible with both the Tushbaby and Tushbaby Lite carriers. **It's a great addition to enhance your baby-wearing experience.** If you're considering getting both, you might want to check out our Go Hands-Free Bundle!

You can pair our Tushbaby or Tushbaby Lite with The Snug Attachment, and **you can save 13% by bundling them together.** Are you ready to place an order or do you have any other questions?

a



“We are over the moon with our results. App0 has put our customer support on autopilot and significantly boosted our revenue.”



Laura KATLEMAN
CEO, BHU Foods

UNDERSTANDING LIMITATIONS: HAND-OFF TO HUMAN AGENTS WHEN NEEDED

A truly great AI-based sales agent isn't just about answering questions—it's about knowing when it can't. When the AI encounters scenarios that exceed its expertise or involve complex, subjective, or sensitive queries, it must **gracefully transfer the conversation to a human agent**. This ensures the user receives the right level of support while maintaining trust in the experience.



Conclusion

In today's competitive eCommerce landscape, meeting customer expectations requires more than just a good product or a functional website—it demands an exceptional, personalized shopping experience. AI sales agents have the potential to revolutionize how brands engage with their customers, but only if they're implemented with the right philosophy and principles in mind.

To Schedule A Demo of App0's AI Agent
& Request Your Free Trial Visit

<https://www.app0.io>

Thank You
darpan@app0.io