

# Village Green Apothecary Case Study: Supercharging E-commerce with a Custom AI Chatbot

Leveraging AI and Voiceflow for Enhanced Customer Experience,  
Support, & Sales

SJ by Sal Judieh

# Introducing a Unique E-commerce AI Assistant

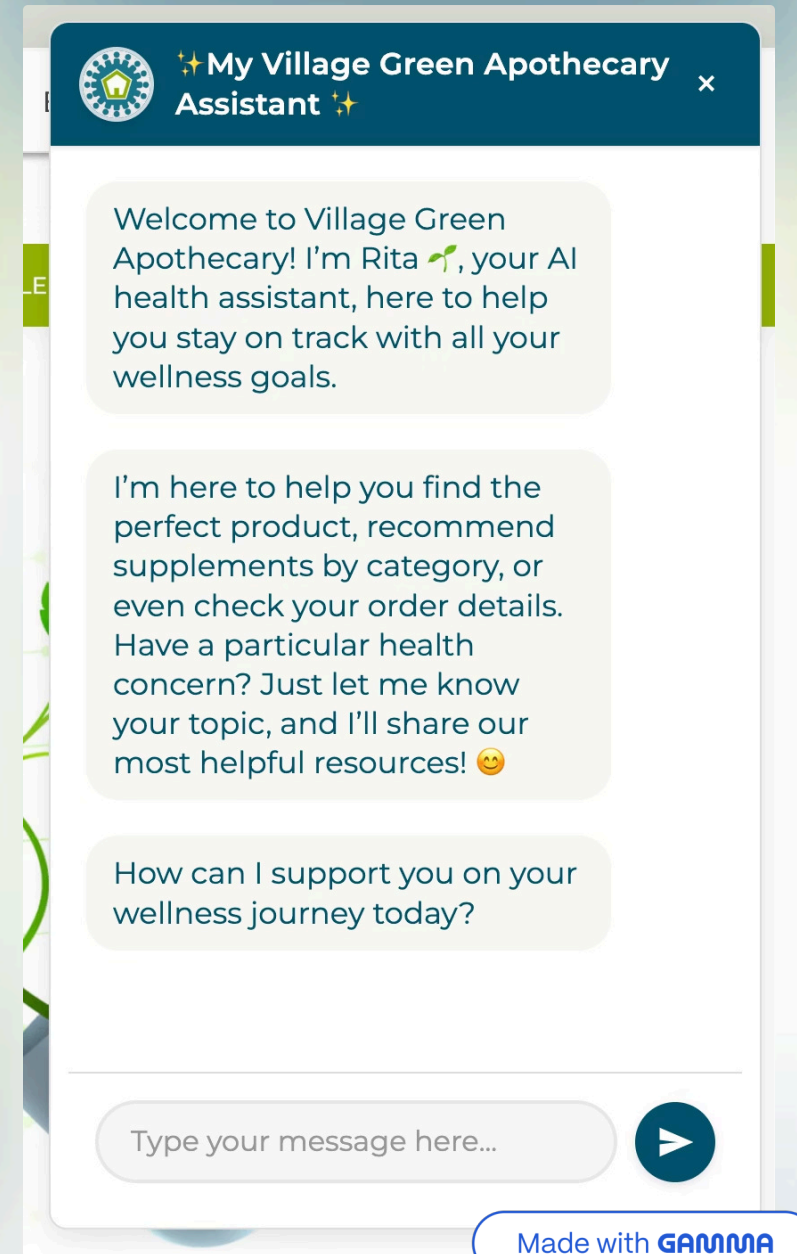
## The Solution

[MyVillageGreen.com](https://myvillagegreen.com) Shopify store AI powered chatbot that enhances customer experience through product recommendations, tickets handling, order support, and sales assisted conversations.

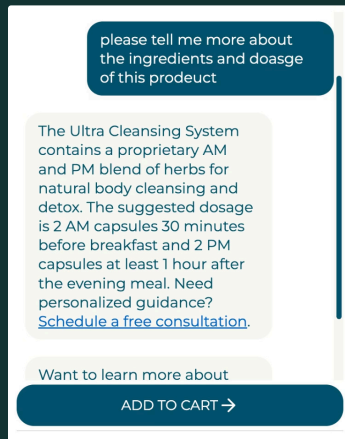
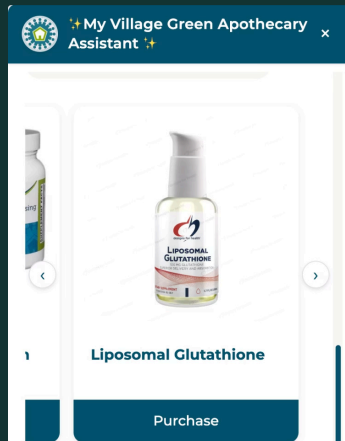
Answering questions instantly and assisting sales on a store with 7,000+ products.

Implementation of a custom AI-powered chatbot (using Voiceflow front-end, AI custom database backend).

Seamless integration, available on desktop and mobile.



# How the Chatbot Assists Customers



## Instant Product Information

Uses **advanced search** to access product data such as (*description, supplements facts, size, etc...*).

## Order Status & Support

Handles inquiries about order status, reducing support tickets.

## Personalized Recommendations

Guides users to relevant products based on product categories & needs.

## Enhanced Knowledge Base

600+ Store Blogs, 7000+ products database, 450+ products by Category, & FAQs

# Advanced Product Search Capabilities

## Search Parameters

The chatbot searches by **product name, brand, UPC code, and category.**



## Filtering and Sorting

Uses proprietary filtering and sorting functions for precise results.

## Database Navigation

Efficiently navigates a vast database to find the perfect product match.



## Customer Experience

Enhances customer experience with fast, relevant product discovery.

# Beta Testing Phase Insights: February

The data comes from Soft Launch Beta Testing, conducted before the official launch that will inform all current and new customers about the chatbot's availability, features, benefits, and support capabilities.

184

Conversations

25%

Conversion

Of interactions led to a purchase

\$3,825

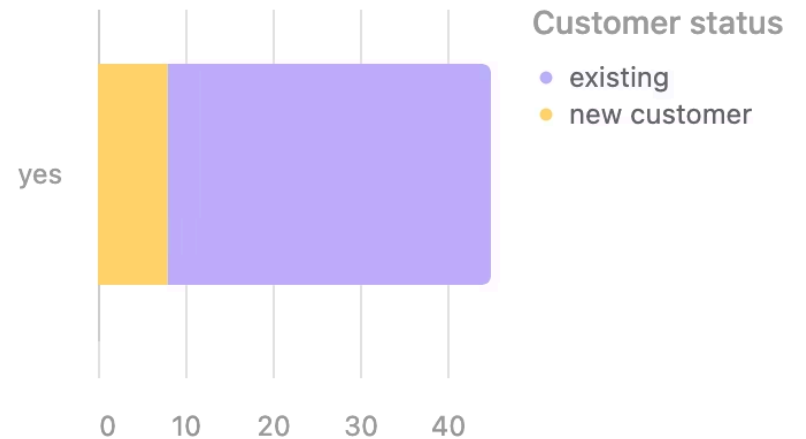
Revenue

Estimated revenue assisted

Required email/name to interact. Existing customers purchased post-chat. New customers purchased post-chat.

## Number of Sales Using Chatbot based on Type (Existing Vs New)

Existing and New Customers

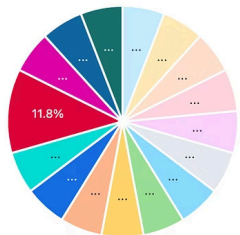


# Beta Testing Phase Insights: March Removing Friction & Scaling

We removed the chatbot login overlay to allow more visitors to access it, which reduced friction & increased overall chatbot conversations.

Count  
**409**

Product Recommendation Categories



Categories

- B-Complex
- Bone Health
- Brain Health
- Candida
- Children
- ColdFlu
- Digestive Health
- Eye Health
- Heart Health
- Immune Health
- Multivitamins
- Pain
- Respiratorv

**409**

Interaction volume more than doubled.

**21%**

Conversion

Of interactions led to a purchase

**\$6,375**

Revenue

Estimated revenue assisted

Adjusted new & existing customers who purchased post-chat. Above is the total estimated chatbot contribution through assisted sales chatbot conversations.



# More Than Just Sales: Holistic Benefits

## Enhanced Customer Experience

Immediate answers & guidance, boosting satisfaction.

## 24/7 Customer Support

Handles common queries anytime, reducing wait times. Including after hours and especially on weekends.

## Reduced Support Load

Automates responses to frequent questions. Alleviates any last second purchase decision concerns.

Chatbot assists the entire customer journey, not just the final sale. High satisfaction from the store owner and CEO, Marc.

# Leveraging Conversation Data ("Golden Nuggets")

## Deep Customer Understanding

Chat transcripts uncover customer pain points, enabling us to create more targeted store content, blog posts, and marketing campaigns..

## Identify Hot Topics & Products

Identify frequently asked questions to guide chatbot behavior, shape store priorities, and uncover emerging customer interests and trends.

## Informed Content Strategy

Generate blog post ideas directly from user queries. These insights are then fed back into the chatbot to address recurring questions and enhance its accuracy and performance.

## Continuous Optimization

Continuously tailor the store using real customer feedback. Insights are used to fine-tune store content, product data, blog posts, and email marketing—enhancing chatbot responses to improve customer experience, increase sales, and build loyalty.

