ShopSmart AI-Powered Ecommerce User Manual
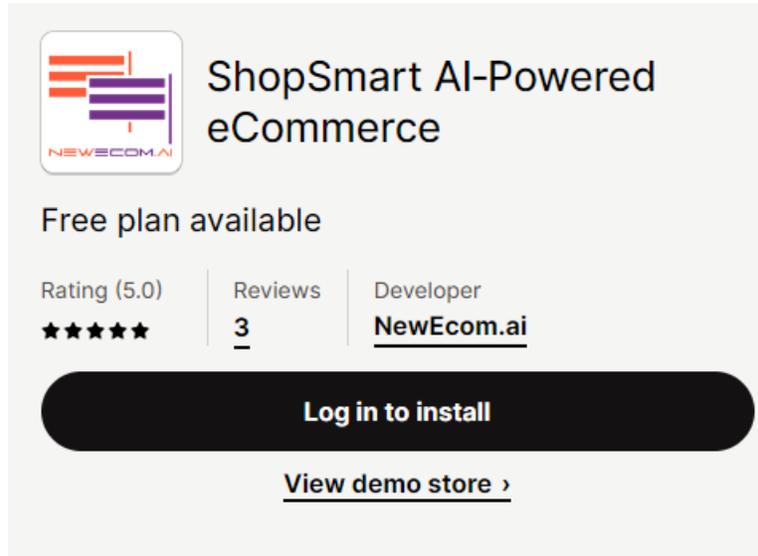
FRANCOIS SILVAIN

01/23/2024

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Installation

Welcome to ShopSmart AI-Powered Ecommerce application. This user manual will guide you through the installation and configuration of the application. You can be ready to go in less than 2 hours.

You can find the application on the Shopify App Store https://apps.shopify.com/shopsmart-ai

Just Log in and click Install

Once the application installed in your store you will find it here:
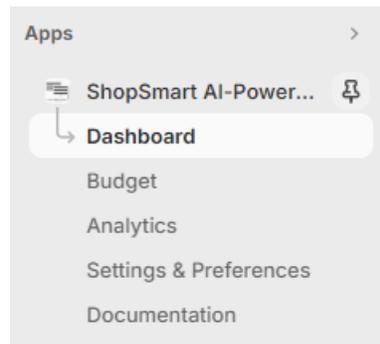
We recommend you to Pin it to keep it at your fingertips.

Click on Dashboard to finish the installation.

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🎉 **Welcome to ShopSmart!** 🛍️

Get ready to embark on an exciting journey with your exclusive ShopSmart free trial. 🎁 Unleash the power of smarter shopping with a **100 customers' query**, poised to transform your customers' shopping experience.

Step into a world where shopping knows no bounds. Enjoy your one-of-a-kind ShopSmart experience!

Catalog Sync

The catalog is in in sync with NewEcom.AI systems.

Last synced

1/31/2024, 5:50:13 AM EST

Sync the catalog

Configs

☑ Enable ShopSmart

☐ Enable AB Test - 50% - 50%

> ⚠ Ensure you activate the AB test function only after configuring ShopSmart.

Learn how "ShopSmart" can be configured.

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Click on the button "Sync the catalog". This function will enable ShopSmart to import the product catalog with all the product description and characteristics. This process can take time depending on the size of your catalog. You can leave this page and let it run in the background.

Then you need to Enable **ShopSmart AI-Powered Assistant** to configure it.

You can Enable AB Test if you want to compare the performance of your site with or without ShopSmart activated. In this case ShopSmart will be visible randomly in average of 50% of time.

Configuration

Attention! Before Starting, we recommend you duplicate the theme in production so you can configure it and test it in Preview mode before going live.

Then you can select the Theme duplicated and click on Customize to configure ShopSmart in the selected Them.

Once in the Theme, you can select the page where you want to add ShopSmart. In this example, we will add ShopSmart on the Home page.

Find the **Apps** in the tree view and make sure the option Reveal sections on Scroll is not set.

Click on Add Block
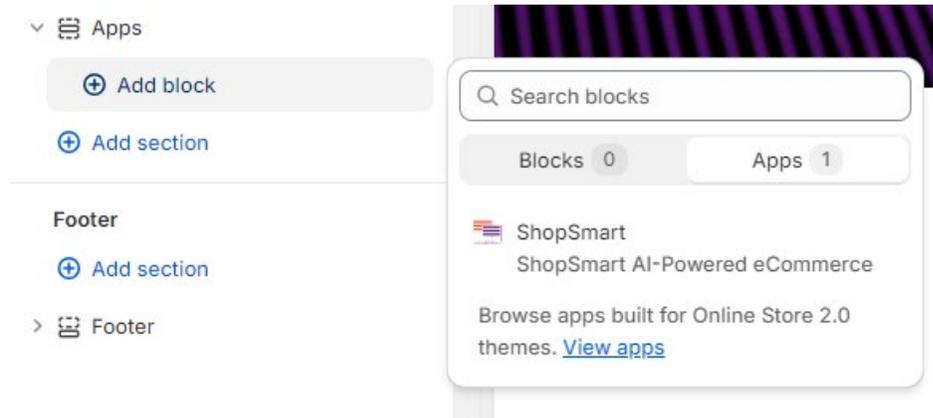
Click on App and Double click on ShopSmart. Note that you can do a search on ShopSmart if you have a lot of applications already installed.

Once the block added you can click on "**ShopSmart AI-Powered Assistant**" to configure it
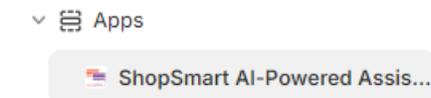
Step 1: Enable ShopSmart. Automatically a Pop-up will appear
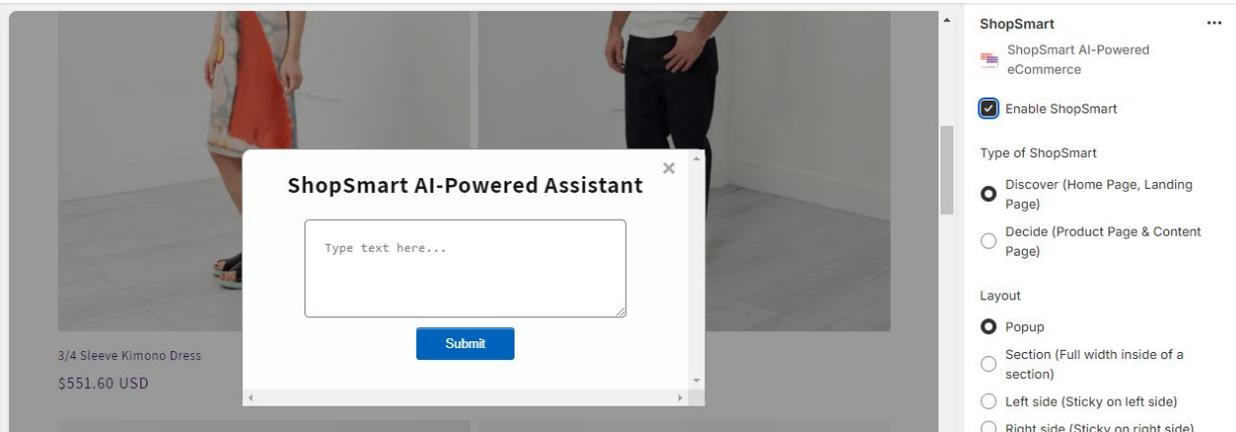
Step 2: Select the **Type of Assistant** you want to enable on this page:

- **Discovery**: Enable search and product recommendations. The of the customer query will be presented as a carrousel of products matching the needs expressed in natural language. Discover mode is adapted for the home page, landing pages and category pages.
- **Decision**: Enable product information. Adapted for product page or product information pages.

Step 3: Select the layout of the user interface enabling the customer to express his/her need.

Layout

- ● Popup
- ○ Section (Full width inside of a section)
- ○ Left side (Sticky on left side)
- ○ Right side (Sticky on right side)
- ○ Product Grid (Product Grid Page)

Popup: A pop-up will be shown immediately after the customer enters the page.
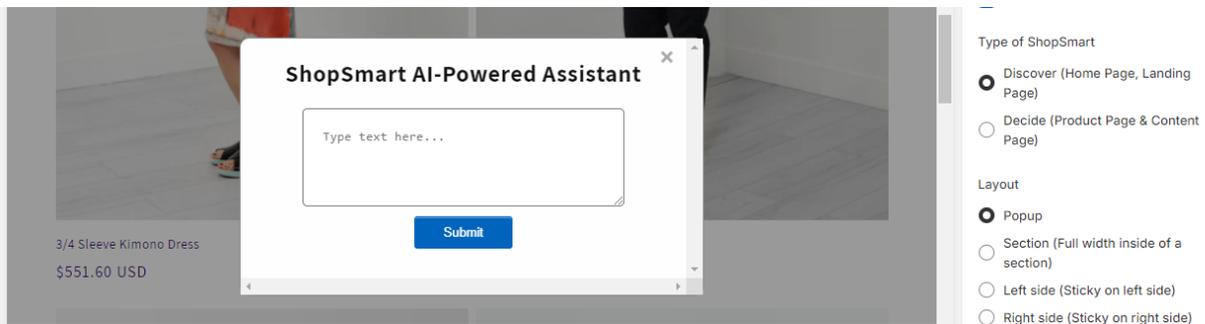
The results are presented in the Pop-up.
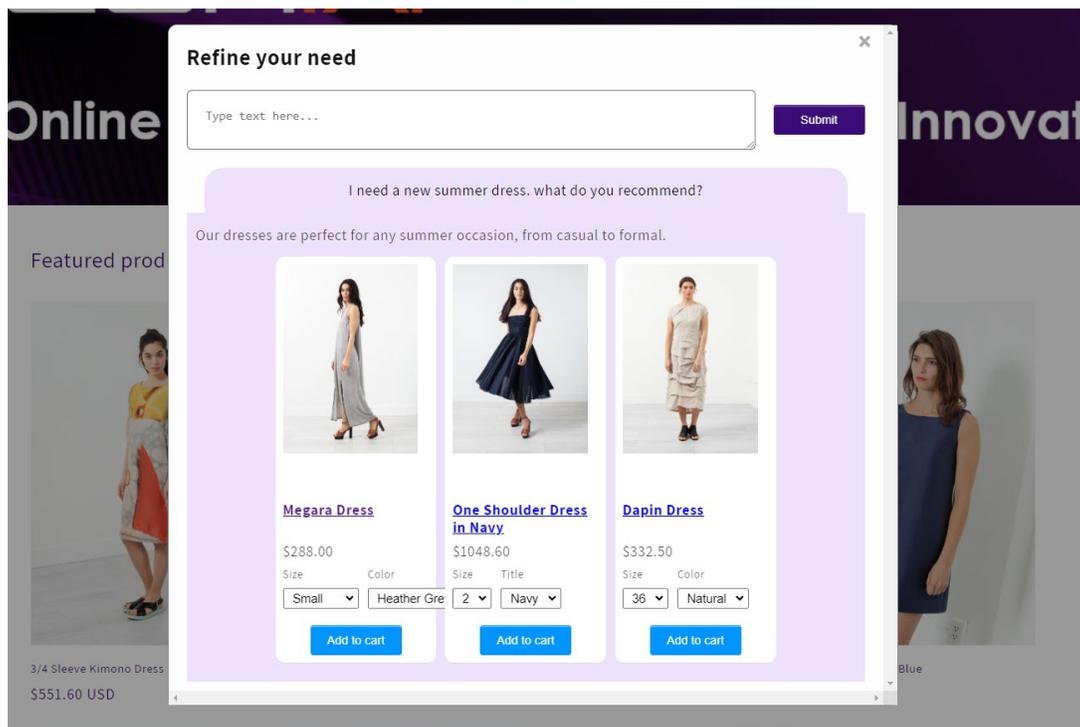
Left or Right side: A sticky button will be placed on the left or the right side of the page. Once the customer click on the button the pop-up is presented. The behavior is the same than for the Popup Option.
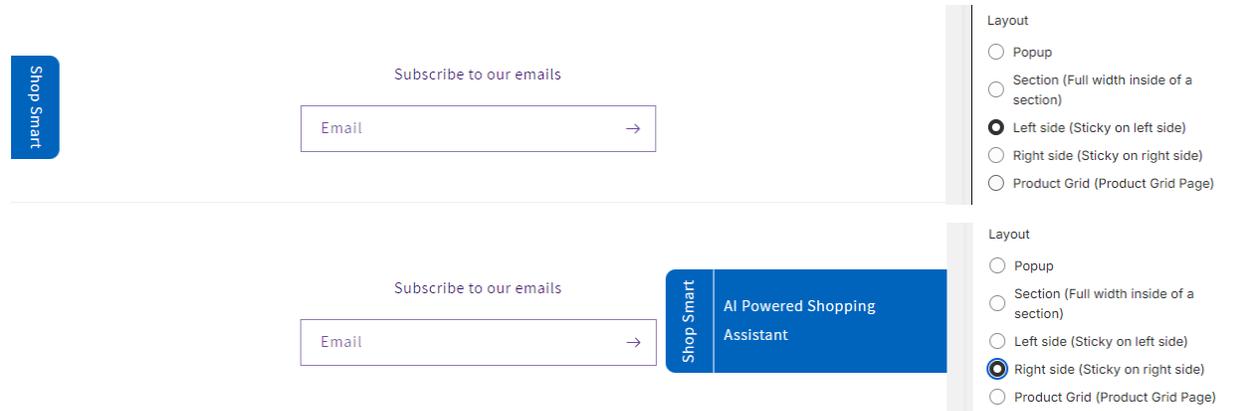
Product Carrousel: A section will be added on the page. You can move this section anywhere in the page. We recommend making it visible at the top of the page. The result is presented as a carrousel of product in the section. The number of products visible in the carrousel can be defined. Note that on a mobile only 2 products are visible in the carrousel. All the products are visible if you scroll left or right.
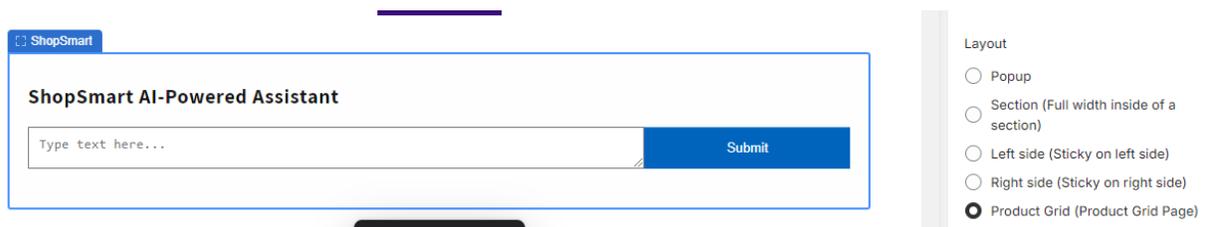
Define the number of products that will be visible in the carrousel. By default, it is 4.

Layout: Product Grid options

- ◯ 5 products/row
- ◉ 4 products/row
- ◯ 3 products/row
- ◯ 2 products/row
- ◯ 1 product/row

The is inserted in the section:

Refine your need

Step 4: you can customize the look and feel and text to match your design.

Step 5 (optional): Help your customers to adopt the solution by predefining some examples of questions that the customers can use or modify.

Example of query: 1

Example of query: 2

Example of query: 3

Example of query: 4

Example of query: 5

The questions will appear under the question field.

Just ask – in natural language – what you need and let our AI create your ideal shopping cart!

Tell us what you are looking for, I am here to help!   Discover

I am looking for a new dress for this summer | I am looking for a shirt to go with my black jean | I am looking for a formal jacket in sustainable materials

Step 6 (Optional): You can do more customization of the look and feel of the answer by adding a custom CSS.

Custom CSS

```
.item-info {
    background-color: #fff;
    margin: 0 5px;
    border-radius: 10px;
}

.content-items.content-active {
    padding-bottom: 20px;
    background-color: #ede2fd;
}
.NE-modal-wrapper.productGrid
.item-info .button-popup {
    width: 100%;
    background-color: #3b0c79;
}
.NE-feedback
```

Add custom CSS here to style the popup.

Step 7: Congratulation! **YOU ARE READY TO GO !!!**

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Settings and Preferences

This information is used as context to provide a more precise, contextual, and detailed answer.

Brand Data: Enter key information about your brand your brand data here. It will help us to build a better experience for your customers. Eg: **name**, **description**, **website**, **contact**, **type of products**, **about us**, etc.

Brand data

Enter key informations about your brand your brand data here. It will help us to build a better experience for your customers. Eg: **name**, **description**, **website**, **contact**, **type of products**, **about us**, etc.

Our mission at NewEcom Fashion has always been to surprise and delight you with unexpected, distinctive finds for your closet and home. We source and craft all of our products with care, ensuring that any treasure you find at NewEcom Fashion is unique, just like you. Explore our dresses shop to find styles and fits perfect for any occasion, from cocktail party dresses to wedding guest dresses to casual daytime silhouettes. Browse party skirts, wide-leg pants and jeans, and blouses that will turn heads. Complete your look with uncommon accessories—think only-here slides and head-turning totes.

To contact us:
Prefer to speak with a customer service representative?
Call 800-309-2500 between the hours of 8AM–11PM ET and we'll be happy to help!
Please note: For existing furniture orders, call 800-732-2306 (8AM–10PM ET, Monday through Friday, 8AM– 5PM ET on Saturdays).

We're happy to offer our customers an extended return and exchange window for the holiday season. Orders placed between October 1 and December 31 will be eligible for return or exchange through January 31.

Items purchased after this period will qualify for our standard 30-day policy. Please note: All existing policies, exceptions, and exclusions apply for the holiday extension.

Remaining characters: 4740

Save   **Cancel**

Size Data: If your products have size and you want to help you customers to find the right size, you can add here your sizing information.

You can either:

upload one or more images of your size chart. We will automatically process it and transform it into text.

Enter your size information as a text. Be the most detailed possible, it will help your customer.

Size Data

Add files

Accepts .gif, .jpg, and .png

Enter key informations about your brand your Size data here. It will help us to build a better experience for your customers.

Process images

Certainly. Below is the size data extracted from the images provided:

Women's Size Chart:
- US Size 6: Fits US 5.5-6, Length 8.8-9.3 inches, Brazilian Size 35/36
- US Size 7/8: Fits US 6.5-8, Length 9.3-9.8 inches, Brazilian Size 37/38
- US Size 9/10: Fits US 8.5-10, Length 9.9-10.4 inches, Brazilian Size 39/40
- US Size 11/12: Fits US 10.5-12, Length 10.5-10.9 inches, Brazilian Size 41/42

Kids' Size Chart:
- US Size 9C: Fits US 9C, Length 5.8-6.2 inches, Brazilian Size 23/24
- US Size 10C: Fits US 10C, Length 6.2-6.7 inches, Brazilian Size 25/26
- US Size 11C-12C: Fits US 11C-12C, Length 6.7-7.2 inches, Brazilian Size 27/28
- US Size 13C-1Y: Fits US 13C-1Y, Length 7.2-7.7 inches, Brazilian Size 29/30
- US Size 2Y: Fits US 2Y, Length 7.8-8.3 inches, Brazilian Size 31/32

Men's Size Chart:
- US Size 8: Fits US 8, Length 9.9-10.4 inches, Brazilian Size 39/40
- US Size 9/10: Fits US 8.5-10, Length 10.5-10.9 inches, Brazilian Size 41/42
- US Size 11/12: Fits US 10.5-12, Length 11-11.4 inches, Brazilian Size 43/44
- US Size 13: Fits US 12.5-13, Length 11.5-11.9 inches, Brazilian Size 45/46
- US Size 14: Fits US 13.5-14, Length 12-12.4 inches, Brazilian Size 47/48

This data represents the various shoe sizes for women, kids, and men in US sizes, the range of US sizes they fit, the corresponding foot length in inches, and the equivalent Brazilian shoe size.

Remaining characters: 4626

Save   Cancel   Delete

Best Seller: You can add the list of your best seller. If a consumer ask about your best sellers this context will be used to provide an accurate answer.
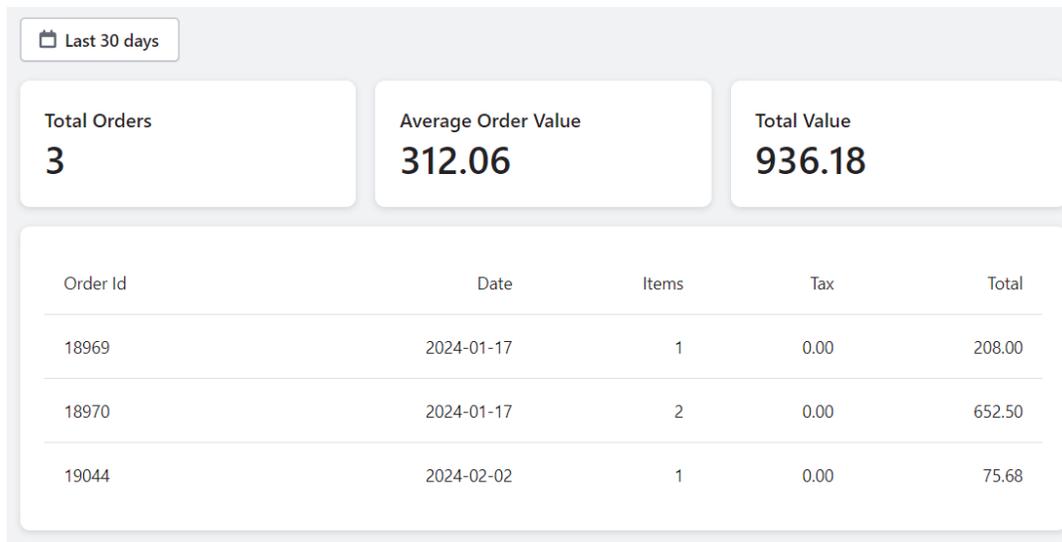
Best Sellers

Find Best sellers

🔍 Search

- Alia Knit Trouser ✕
- Skinny Stretch Jean in Indigo ✕
- Ally Ring ✕
- Iranta Leather Dress in Black ✕
- Asymmetric Dress in Cream/Black ✕
- Rhesus Gown ✕
- Leather Front Tunic ✕

Analytics

ShopSmart allows you to gain unique insights into how customers interact with your catalog, the recommendations generated by ShopSmart, and the effectiveness of these recommendations.

The correlation between a customer's natural language query and the performance of product recommendations, such as 'add to cart' actions, is a valuable resource for product marketers, merchandisers, and SEO specialists.

Conversion rate: ShopSmart tracks the conversion happing after a customer query. It give you a clear view on the number of orders influenced by ShopSmart, their average order value and their total value,

📅 Last 30 days

Total Orders	Average Order Value	Total Value
3	312.06	936.18

Order Id	Date	Items	Tax	Total
18969	2024-01-17	1	0.00	208.00
18970	2024-01-17	2	0.00	652.50
19044	2024-02-02	1	0.00	75.68

You can also see how many time ShopSmart has been presented to the customers and how many Discovery or Decision questions have been asked. The conversion rate is the number total of questions asked / the total number of views.

📅 Last 7 days

Total Views	Discover Count	Decide Count	Conversion
253	38	15	20.95%
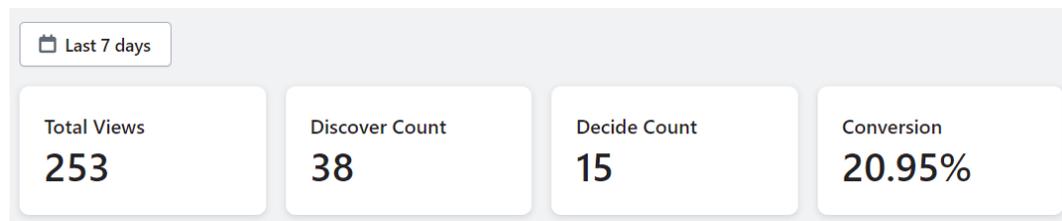
By clicking on Discovery you can see all the questions that have been asked by your customers and by clicking on View, you can see the product recommendations that have been proposed. You can see one or more products have been added to the cart.

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Discover   Decide

ℹ️ Insights generated from customer queries offer valuable information. The analysis of your customers queries gives you a better understanding of what your customers are looking for, what key characteristics they are expecting and for what usage or occasion. It is precious information to improve your SEO and your merchandizing. In addition you will find information of about queries that did not get any results   ✕

👁 View insights   ⬆ Export   ✨ Generate insights

Customers queries	Date	Recommendations	Added to cart	Actions
I am looking for a new dress for this summer • I am looking for accessories to go with the One Shoulder Dress in Navy	2024-02-09	3 Products	1	👁 View
I am looking for a new dress for this summer	2024-02-09	3 Products	1	👁 View

I am looking for a new dress for this summer   ✕

Megara Dress
This is a demonstration store. You can purchase products like this from Baby & CompanyThe Megara ...
Edit Product

Added to cart

One Shoulder Dress in Navy
This is a demonstration store. You can purchase products like this from Baby & CompanyGo ahead, t...
Edit Product

Sleeveless Hidden Pocket Dress
The Hidden Pocket acts as a tunic, dress, or top. Throw on some sandals and head on to the beach!...
Edit Product

If you have more than 50 questions, by clicking on "Generate Insights" we will analyze all the questions asked and generate insight on why your customers are shopping on your site. What occasion, type of usage, characteristics requested…. This is unvaluable information for the merchandizing team.

Generated: 2023-10-26

Based on the given data, customers frequently search for advice on what to wear for specific events or situations such as parties, boat trips, or holidays. A significant portion of queries revolves around planning outfits according to themes like disco, techno, 80's, or for hipster styles. This indicates that our users often look for event or theme-specific clothing recommendations.

Another common query relates to finding suitable gifts, specifically last-minute and budget-friendly options. This suggests that customers value convenience and affordability when shopping for presents.

A trend observed from the given data is that customers tend to ask for personalized help, indicating a potential preference towards a more consultative shopping experience. Implementing features such as personalized product suggestions or outfit recommendations could enhance user experience.

From a single query relating to a gala dinner, it can be inferred that we also have users seeking high-end products such as long dresses for formal occasions. Offering a variety of options catering to different price ranges and events could hence be beneficial.

By clicking on Decision you can see all the questions that have been asked by your customers for each product and by clicking on detail, you can see the details of the questions and their answers. You can see the product has been added to the cart.

Discover	Decide			
				↑ Export
Product		Add to cart	Customer Queries	Actions
Megara Dress		1	1	⊙ Details
Ruched Party Dress in Navy		0	2	⊙ Details

If you have more than 50 questions for a product, you can also generate insight for this product, The insights will give you information about the product page and SEO characteristics that you may want to improve or that are missing.

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Candle in Riz Blanc ✕

✕ Close insights

ⓘ The product page needs to include information about who the French designer is, as there is clear interest from customers.

ⓘ There should be clear information on the product page about how long the candle lasts. If it's not currently provided, this is a crucial detail for customers.

ⓘ The product description needs to clarify what 'Buttery Vanilla' is - is it a specific scent, a series of notes, or something else?

ⓘ Likewise, 'Nutty Sugar Cookies' is not immediately clear. If this is a scent, it needs to be described in a way that doesn't require previous knowledge.

ⓘ The overall scent of the candle needs a more full-bodied description. The current descriptors are too vague and may confuse potential customers.

ⓘ Given interest in the candle as a potential gift, it could be beneficial to feature customer testimonials that talk about its success as a gift, or perhaps suggestions on how to present it as one.

ⓘ Include a section on why this particular candle makes a good gift to help customers make a decision.

Customers queries	Date	Add to cart	Score	Response
How long this candle can last?	2023-12-06	0	N/A	The provided JSON object and additional information do not contain specific details regarding the burn time or longevity of the Candle in Riz Blanc. Typically, the burn time of a candle depends on various factors, including the size of the candle, the materials used (such as the wax type and wick), and how it is used. However, to give you a general idea, a small to medium-sized candle (which could potentially be around the size of the "One Size" variant mentioned) can burn for anywhere between 20 to 40 hours. Larger candles can last for 60 hours or more. To get an accurate answer regarding the burn time of the Candle in Riz Blanc, it would be best to inquire directly from the vendor, Mad et Len, or look for additional product information on the retailer's website where the candle is being sold.

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Budget

In this panel you can select your subscription based on the volume of customer queries that you expect to receive per month. The number of Remaining Queries indicate the current consumption.

Budget status

Remaing queries: 221

Active
EVALUATE

Free

- Evaluate the impact, handle up to 100 customers' queries for free
- Measure the impact on the engagement, conversion rate and order value.

UNLOCK

$99/month

- Unlock your potential, handle up to 500 customers' queries per Month.
- Optimize engagement, increase conversions, and drive revenue growth.

Select Plan

SCALE-UP

$199/month

- Scale-up your business, handle up to 1200 customers' queries per Month.
- Add value at every step of the Shopping Journey.

Select Plan

SUSTAIN

$699/month

- Sustain your success, handle up to 5000 customers' queries per Month.
- Enhance customer experiences and drive sales like never before

Select Plan

Do you have a coupon code?

Coupon Code

Submit

If you have a coupon code, you can enter it here, It will be applied to your subscription plan.