



Bottlestore Leveled Up
Customer Experience
with Our Custom
Agentic AI Solution

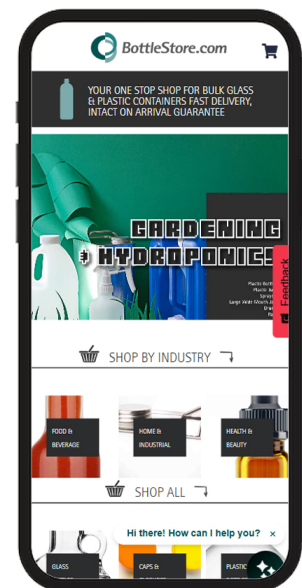
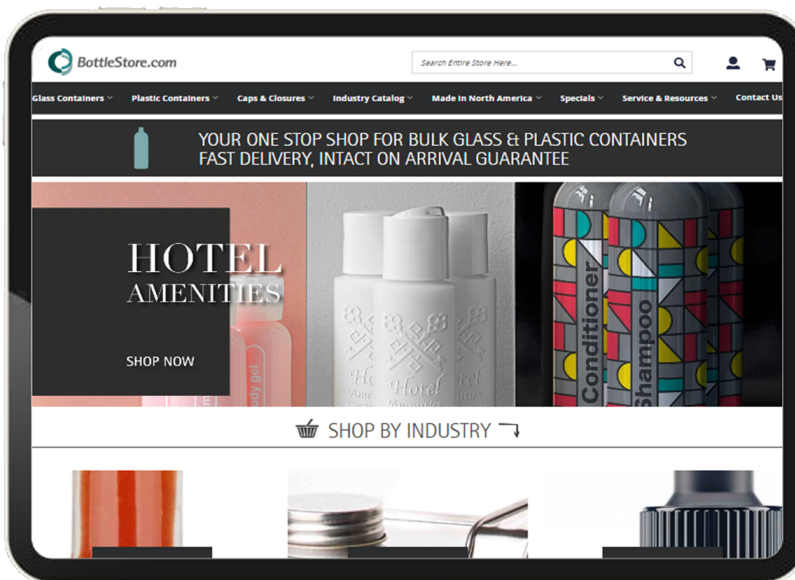
ABOUT BOTTLESTORE

BottleStore is an ecommerce platform known for its wide selection of premium bottles, jars, and packaging accessories. Serving both individual **shoppers** and **B2B buyers** across industries—beverage, beauty, health, and home—the site offers everything from decorative glass bottles to industrial-grade containers.

With a growing catalog and a diverse user base, BottleStore needed a faster, more intuitive way to help customers find what they're looking for and get their questions answered—without relying on old-school search or basic support forms.



www.bottlestore.com



Scope of Klizer's Engagement

Klizer was brought in to design and deploy a smart, **AI-powered chatbot** for BottleStore that could do more than just handle FAQs. The primary goals were:

- Make **product discovery** conversational and fast, using natural language
- Offer pairing suggestions and shopping guidance to reduce decision fatigue.
- Improve support for **B2B users** with catalog navigation and procurement help.
- Provide **instant responses** to common queries around shipping, returns, and promotions.
- Lower **bounce rates** and an increase in overall session engagement

This wasn't just about adding a chatbot—it was about building an experience layer that could actively drive conversions and reduce drop-offs.



Key Challenges

Challenge 1: Friction in Product Discovery

A lot of users—especially new ones—struggled to find the **right products** through filters or search. Keyword-based discovery often returned poor results or too many irrelevant options. This wasn't just bad UX; it directly impacted conversions. If users couldn't find what they needed in under a minute, they bounced.

For B2B users, the problem was worse. They needed a faster way to find **bulk SKUs, check compatibility, and explore catalogs**. Waiting for manual support just wasn't scalable.

Challenge 2: Accuracy and Reliability at Scale

Deploying a **chatbot** powered by large language models introduced its own problems, like hallucination. At times, the AI would suggest products that didn't exist or give vague, off-brand answers. That kind of inaccuracy breaks trust quickly. Performance was also a concern. The bot had to work in real time, handle high traffic without lag, and deliver relevant responses grounded in actual data. Reliability wasn't optional—it was business-critical.

Challenge 3: Conversation Flow Issues on the Frontend

Even when the bot was right, the conversation flow on the frontend sometimes broke the experience. Delayed responses or awkward message rendering made the interface feel slow and clunky. That killed the sense of continuity and reduced user trust. A **conversational experience** only works if it feels smooth.



Solution and Impact for Each Challenge

Challenge 1: Smarter, Faster Product Discovery

We implemented semantic search using **OpenAI's embedding models** and **Milvus**, allowing users to find products using natural language. Whether someone typed "I need bottles for wedding favors" or "bulk glass containers for sauces," the bot delivered results that made sense contextually.

We also built:

- Pairing **recommendations** that suggested accessories or compatible products
- Educational prompts (crash courses) for first-time buyers unfamiliar with product types
- **Multi-turn flows** so the bot could ask clarifying questions and guide users naturally

Impact

Users discovered products in half the time. Bounce rates dropped across top categories, and shoppers were more likely to engage with related products, boosting AOV and conversions.


```
320 if is_x64os() and access_type == REGISTRY_READ:
321     write_value(key_hive, key_name, value)
322     write_value(key_hive, key_name, value)
323     return
324
325 registry_key = None
326 wow64_flags = WOW64_MAP[access_type]
327 try:
328     key_hive_value = HIVES_MAP[key_hive]
329     if isinstance(value_type, REGISTRY_READ):
330         value_type = TYPES_MAP[value_type]
331         registry_key = winreg.OpenKey(key_hive_value, key_name, 0, wow64_flags)
332         winreg.SetValueEx(registry_key, key_name, 0, value_type, value)
333         winreg.CloseKey(registry_key)
334     return True
```

Challenge 3: Real-Time Chat Without the Lag

On the frontend, we fixed streaming issues by optimizing **WebSocket communication** and tightening state management across the chat interface.

Impact

Responses appeared quickly and smoothly, without breaking the conversational flow. The experience felt intuitive and polished—exactly what you'd expect from a modern ecommerce assistant.

What Changed for BottleStore



Product discovery became faster and more intuitive, reducing frustration and improving conversion paths.



Users received highly relevant responses, improving trust and driving **deeper engagement**.



B2B clients were better supported through direct **chatbot interactions** for bulk orders and catalog help



The feedback loop built into the bot (likes, dislikes, session tracking) helped the team identify drop-offs and improve **user journeys** with real data.



Internally, the **bot** became a point of pride, especially when one user asked, “I’m planning a party—what bottles would you recommend?” and the bot responded with a witty, human-like suggestion. That moment captured what the project was really about: **making ecommerce feel personal again**.

End Result

What started as a **chatbot** project turned into a bigger transformation of the customer experience. **Klizer** delivered a scalable, **AI-powered assistant** that made **shopping on BottleStore** faster, friendlier, and more effective, whether for a first-time buyer or a seasoned B2B customer.

Today, the chatbot:



Handles **high volumes** of **customer queries** without compromising on accuracy



Supports **real product discovery**, not just static answers



Drives both **B2C** and **B2B** outcomes through contextual assistance

Next up: we're building out **agentic capabilities**, where the bot can take action, like adding items to the cart or completing a purchase. Voice assistant integration is also on the roadmap, giving users a fully **hands-free shopping experience**.



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