



manifest^{AI}

A Chatbot That Recommended Competitors vs An AI That Converts 13× Better

The Complete AI Journey, your Own Nutritionist on your Website



- India's first organic, whole food nutrition platform with science-driven supplements trusted by 400K+ health-conscious Indians
- A high-SKU catalog spanning protein, collagen, probiotics, and their signature Melts oral strips across immunity, sleep, skin, and fitness
- A customer base that reads ingredient labels and asks hard questions. Accuracy isn't optional
- When their chatbot started recommending competitor products, a complete rebuild became urgent. and necessary

A complex supplement catalog. A customer base that demands precision.
Before Manifest AI, Wellbeing Nutrition faced:

- **Broken AI, Broken Trust** — Previous chatbot was slow, erratic, and actively recommending competitor products to paying customers.
- **CRM Dead End** — 1.5 months of failed Zoho integration trial. No unified customer view, no reliable data flow, no operational clarity.
- **High-SKU Blindspot** — A catalogue spanning dozens of SKUs across health categories meant shoppers needed guided discovery, not a simple search bar .
- **Support Overload** — Every product, order, and subscription query landing directly on human agents with no intelligent first line of response.

What worked for them?

- **AI Product Specialist trained on the full catalog** like dosages, use cases & ingredients
- **Smart Nudges across product**, collection, and homepage pages to avoid drop-offs
- **AI Query Resolution** handling order and support queries queries with clean agent handoff when needed.
- **Lead Capture Engine** collecting high-intent shopper data across every AI interaction

The Outcome (Last 30 Days)



Conversion

13x

higher
conversion rate

7.3x

higher add-to-cart
rates

10.3%

contribution to
total D2C revenue



Support

87%

queries auto-
resolved

99.4%

CSAT across all AI
conversations

91%

reduction in agent
effort



Engagement

1,400+

leads collected via
chat

26%

CTR on AI
recommendations

4.74%

peak
interaction rate



Reach

7Lac+

shoppers nudged
across all pages

6%

conversion on cart-
recovery nudges

3.2%

conversion on
collection page nudges

Become our Next Success Story!

Get Started

