


Intellichat's A.I. sales agent dramatically increases Central Coast Nutraceuticals online sales and conversion rate in less than one month.

 Online retailer Central Coast Nutraceuticals is in the very competitive Green Tea natural weight loss market. Like most online retailers they needed a highly effective mechanism to engage customers who might be surfing, spending only moments on their website. Affiliates in this space will always promote the best converting website to maximize their income, so even the smallest increase in a website's conversion rate can make the difference between having 10 affiliates driving 100 sales a day or having 100 affiliates sending 1000 sales a day.

Neutraceuticals contacted Intellichat to install a custom Artificial Intelligence sales agent on their site to interact with visitors about to leave the site. Intellichat researchers reviewed the Neutraceuticals site, interviewed company personnel and developed a custom tailored transcript and complete solution within a few days of the initial engagement. Neutraceuticals found Intellichat's pay for performance method an ideal solution because there are no contracts or setup fees.

Intellichat is activated when a potential customer is about to navigate away from a site. An artificial sales agent window appears and asks the customer if they would like additional information.

As the customer is engaged, the sales agent layers on offers, designed to close a sale on the spot. In Neutraceuticals' case the offer involved a \$3 discount on shipping with a trial size order of their Green Tea diet product.

Intellichat increased the conversion rate by 0.8% which was enough for Central Coast Nutraceuticals to jump ahead of the competition and become the best converting website in the marketplace.

With this kind of performance, all affiliates started promoting Central Coast Nutraceuticals to take advantage of their high conversion rates which far exceeded any others the affiliates could promote.

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Additionally Intellichat lessened the strain on Neutraceuticals customer service centre by answering questions before the sale. Within a week Intellichat accounted for 8-9% of their daily sales. Neutraceuticals have now integrated Intellichat with all their websites.



"Here at Central Coast Nutraceuticals, we are completely affiliate driven, this makes our conversion rate integral to our success. With Intellichat we convert an extra 9% of our daily sales total from our existing website traffic, this drastically increases our conversion rate, giving us the one of the highest conversion rates in our industry and highly desirable for affiliates. The competitive advantage Intellichat brings has made it an invaluable part of our business model." - Graham Gibson, founder and CEO