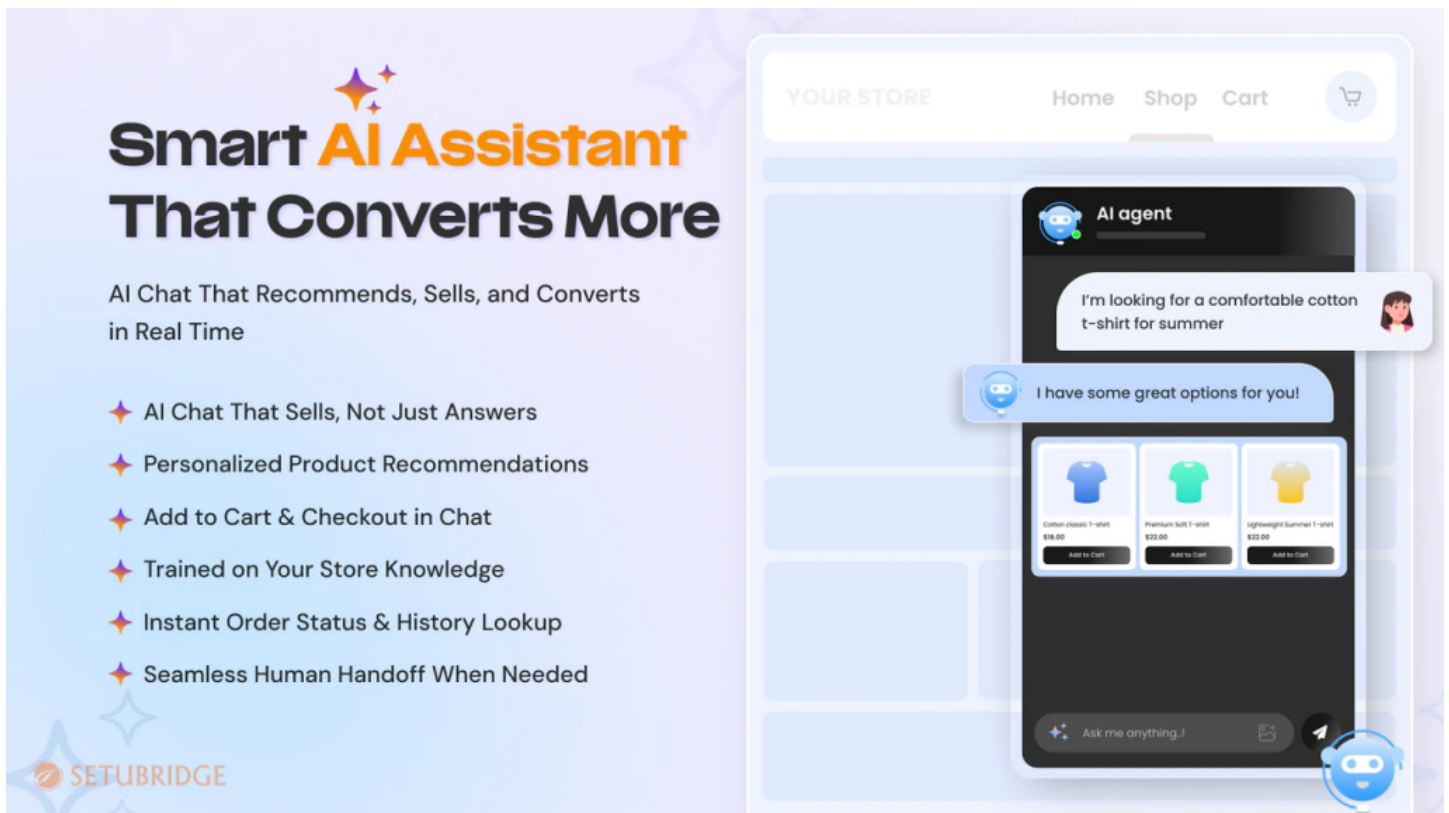


The End of Static Shopping: Setubridge's New AI Assistant Ushers in the Age of Conversational Commerce



Smart AI Assistant That Converts More

AI Chat That Recommends, Sells, and Converts in Real Time

- ★ AI Chat That Sells, Not Just Answers
- ★ Personalized Product Recommendations
- ★ Add to Cart & Checkout in Chat
- ★ Trained on Your Store Knowledge
- ★ Instant Order Status & History Lookup
- ★ Seamless Human Handoff When Needed

SETUBRIDGE

Ahmedabad, Gujarat Mar 25, 2026 ([Issuewire.com](https://www.issuewire.com)) - India — Setubridge Technolabs has introduced a breakthrough in conversational commerce with the launch of its "[AI Shopping Assistant Chat Bot](#)." This tool is designed to solve the most significant hurdle in AI adoption for small to medium-sized businesses: the "Knowledge Gap."

Most chatbots fail because they lack the specific context of a brand's history, policies, and unique product nuances. Setubridge's new application allows Shopify merchants to "train" their AI in minutes by simply uploading PDFs, FAQs, and linking existing store pages. The result is a highly sophisticated virtual assistant that speaks with the authority of a seasoned store manager.

Training Your Brand's Digital Twin The AI Shopping Assistant is not a generic language model. It is a customizable engine that absorbs a store's specific documentation. Whether it's a complex sizing guide for an apparel brand or a technical manual for an electronics retailer, the AI parses this information to answer customer queries with 99% accuracy.

"We wanted to remove the technical barrier to entry," said Sagar Panchal. "Merchants shouldn't need to be data scientists to have an intelligent bot. If you can upload a PDF, you can train a world-class shopping assistant."

Beyond FAQ: A Deep-Link into Customer History The app further simplifies the merchant experience by integrating with Shopify's backend for "Customer Account Lookup." This allows the bot to

handle routine inquiries such as "Where is my order?" or "What did I buy last month?" by securely accessing purchase history. By automating these repetitive tasks, the AI frees up human staff to focus on growth-oriented activities rather than manual ticket resolution.

Strategic Escalation for Complex Needs While the bot is highly capable, Setubridge has built-in safeguards. The "Human Escalation" feature is triggered by specific keywords or sentiment analysis. If a customer expresses frustration or requests a discount approval that exceeds the bot's permissions, a human agent is notified immediately, ensuring that no customer feels ignored.

About Setubridge Setubridge is a globally recognized eCommerce agency headquartered in India. Known for their deep expertise in Shopify app development, they provide end-to-end solutions that help brands scale through automation and superior user experiences.

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