

# Asa – the missing sales layer in eCommerce

## INTRODUCTION

**Online shoppers come with intent. Most stores aren't built to help in the moment that matters.**

Most online storefronts still act like static catalogs — beautiful, but passive. Shoppers land, get stuck, and leave — not because they don't want to buy, but because they don't get the answers they need. Some brands turn to traditional or AI chatbots, but they fail when it matters most.

Asa changes that — a real-time AI agent that turns missed opportunities into sales.

## WHY SHOULD ONLINE BRANDS SWITCH TO ASA

**The three core problems with most chatbots (And why shoppers still bounce)**

**They are not built to sell**

Most chatbots are built for ticket deflection, not conversion

**They are reactive only and don't understand context**

They wait for inputs, miss nuance, and break when questions aren't perfectly phrased.

**They feel robotic and lack personality**

Scripted, generic replies feel inhuman — breaking trust and stalling the sale.

As a result, shoppers bounce, conversions stall, and revenue leaks. To close that gap and turn buying intent into action, modern brands are turning to Asa.

## 1. Asa is specifically built to convert, not deflect

Most storefront chatbots deflect tickets, link FAQs, or give surface-level replies — but fall short when shoppers need help deciding or feel uncertain about what to buy.

Asa is different — it's purpose-built for conversion and pre-purchase guidance, from the ground up.

From vague questions to last-minute doubts, Asa handles the full pre-purchase journey. Where most tools break or deflect, Asa delivers clear, on-brand answers that help shoppers move forward with confidence.

**“Most chatbots reply. Asa helps our shoppers buy.”**

Founder, DTC Skincare Brand

## 2. Asa understands context — and acts proactively

Most tools depend on rigid flows and keyword triggers. They only work when questions are clear, structured, and predictable — but shoppers don't talk like that. When intent is vague, layered, or emotional, they break. Asa doesn't.

Asa picks up on what shoppers actually mean — even when they're unsure, comparing options, or just browsing. It reads between the lines, tracks behavior in real time, and spots hesitation or buying intent early. That's what lets Asa guide conversations forward — offering answers, recommendations, or alternatives at just the right moment. And when the opportunity's there, it can upsell or cross-sell without being pushy.

Unlike most tools, Asa doesn't treat every message like a blank slate. It remembers what shoppers have asked, what they've seen, and what they're trying to decide — whether they're anonymous or returning. That memory powers real-time personalization, no account or login required.

Asa responds like a person would — with memory, intuition, and intent. It can clarify, follow up, or step in before a bounce ever happens. It’s not just reactive — it’s actively working to protect the sale.

3. Asa sounds human — and speaks in your brand voice

Most tools feel cold, scripted, and robotic. They follow templates, rely on generic phrasing, and speak in a tone that doesn’t match your brand. Shoppers pick up on it instantly — and trust breaks. When the experience feels off, even the right answer can still lead to a bounce.

Asa is different. It responds with clarity, warmth, and tone that feels natural — like someone who knows your products and actually wants to help. It mirrors your brand voice, adapts to different types of shoppers, and makes every interaction feel like a conversation, not a form.

It’s not pretending to be human. It’s just designed to sound like someone on your team — helpful, confident, and on-brand.

After switching to Asa, brands gain real visibility into the pre-purchase journey — and deploy intelligence that actually converts. It ensures no missed opportunities, drives true personalization, and brings the best of offline sales online — powered by AI that’s more than just a buzzword.

2x	Increase in conversions from engaged visitors
40%	Increase in add-to-cart actions
95%	Accuracy on product-related questions
Estimates from pilot testing and projected impact metrics	

“Imagine a beautifully designed retail store — everything on-brand, the shelves perfect, the foot traffic flowing. Now ask yourself: who do you want on the floor? A seasoned sales rep who knows your products inside out and helps people buy — or someone who’s decent, but forgettable?”

That’s the difference between Asa and a chatbot on your online storefront. One sells. The other just stands there.”

Founder, Alphablocks (Team behind Asa)

## See if Asa is the right fit for your brand

We’ve made it effortless to try Asa with a generous free plan — full-featured enough to start seeing results. Our pricing is outcome-based: you only pay when Asa drives a measurable result. If it doesn’t help, you don’t pay. No risk. No catch. Just value.

### Get started with Asa for free <sup>↗</sup>

See if Asa is right for your store — no code, no pressure, no credit card.

### Talk to our team <sup>↗</sup>

Book a quick call to learn how Asa can fit your brand and goals.

### Explore pricing <sup>↗</sup>

Understand our outcome-based model — you only pay when Asa delivers.

