PRESTASHOP MODULE 1.7.8 → 9

AI Sales Assistant & Chatbot

Installation and user guide — version 1.0.2

1. Overview

The module adds a conversational assistant to your store that:

- **advises your customers** from your real catalog (live prices, combinations, stock and promotions);
- **adds to cart** straight from the chat, with combination selection;
- **answers practical questions** (shipping, returns, terms, size guide…) from your CMS pages and your FAQ;
- **tracks orders** in real time (reference + email, nothing revealed without both);
- **hands over to customer service**: the visitor leaves a message that lands in PrestaShop's native Customer Service inbox, with the conversation;
- **measures the revenue generated** by the chat in a dashboard.

Everything runs on your hosting with **your own API key** (Google Gemini or OpenAI). No subscription, no external server, no cron job.

2. Requirements

PrestaShop	1.7.8.x, 8.x, 9.x — Classic, Hummingbird and child themes
PHP	7.4 to 8.3 with `curl`, `mbstring`, `openssl`, `json`
Database	MySQL 5.7+ or MariaDB 10.2+
Hosting	Shared hosting compatible. No cron job required.
API key	Google Gemini or OpenAI (optional: without a key the module works in catalog search, FAQ and order tracking mode)

3. Installation

1. Back office > *Modules* > *Module Manager* > *Upload a module*, then drop the zip file.
2. Click *Configure*.
3. The widget appears on the store right away. The catalog index and the knowledge base build themselves automatically, in small batches, during the first visits (no action needed).

> Multistore: select the store in the context selector before configuring. Each store has its own settings, index and statistics.

4. Quick start (5 minutes)

1. **Get an API key**:
   - Google Gemini: *Google AI Studio* > *Get API key*;

    - OpenAI: *platform.openai.com* > *API keys*.
2. Panel **1. General Configuration**: choose the provider, paste the key, click *Test API Key* then *Refresh* to load the models available on your account. Keep the suggested default model if unsure.
3. Panel **2. Customization**: assistant name, avatar, color, and above all the *store specialty* and your *instructions* (tone, advice to give, business policy).
4. Save. Open your store and ask the chat a question.

> The key is encrypted before being stored and is never sent to visitors' browsers.

5. Settings

Panel 1 — General configuration & AI provider

- **Enable chatbot**: shows or hides the widget on the store.
- **Provider, model, key**: see the quick start. If the selected model is ever retired by the provider, the module automatically switches to an equivalent available model and shows an alert at the top of the configuration page.

Panel 2 — Customization & identity

- **Name, avatar, welcome message** (per language), widget **color** and **position** (auto, left or right). In auto mode the widget moves to the free side when another floating button (WhatsApp, cookie banner…) already uses the right corner.
- **Store specialty** and **instructions** (per language): describe your business and rules; the AI applies them in every answer.
- **Catalog search strictness**: stricter = fewer but more precise results.

Panel 3 — Smart catalog index

The index contains the name, reference, categories, features and combinations of your visible products. It updates itself when you edit a product. The *Sync / Re-index Catalog* button forces a full rebuild (useful after a large CSV import).

AI embeddings (optional): adds meaning-based search ("a gift for my dad who loves hiking"). They use API calls when computed; enable them if your catalog benefits from it.

Knowledge base: store pages & FAQ

- **Store pages**: on installation the module automatically selects your Delivery, Legal notice, Terms, Returns, FAQ, About and Size guide pages. Add or remove pages with the checklist. Any CMS page change is taken into account automatically.
- **FAQ**: add your questions and answers per language. When a visitor's question clearly matches an entry, **your exact answer is given instantly, without any AI call** (free).
- With an API key, the AI relies on this content and shows a "Source" link to the page used. When the information does not exist, it says so instead of inventing.

Panel 4 — Direct contact, WhatsApp & support hours

- **WhatsApp** and **phone**: buttons offered when the visitor asks for an advisor. Enter the number in international format (e.g. +44 7700 900123).

- **Message to customer service**: the visitor fills a short form (email + message) in the chat. The message lands in PrestaShop's *Customer Service* with the recent conversation, the page viewed and the language; you reply from the back office as usual. A given customer keeps a single thread. Choose the **recipient contact** (a notification email is sent to it).
- **Support hours**: outside these hours the chat tells visitors when the team is available.

Panel 5 — Server protection, costs & privacy

Max concurrent requests	Number of AI answers computed at the same time (default 2). Protects your hosting: beyond that the visitor waits a few seconds.
Messages per visitor per hour	Anti-abuse limit per visitor and per IP address (default 30).
Daily message cap	Maximum AI answers per day (instant answers — FAQ, shipping, order tracking — are free and not counted).
Daily AI token budget	Daily AI usage ceiling (default 500,000; 0 = unlimited). Your provider bill cannot run away.
Conversation retention	In days (default 90). Older data is deleted automatically.
Sales attribution window	Period (1 to 30 days, default 7) during which an order is linked to a conversation.
Privacy policy page	CMS page linked from the widget's information notice.

6. "Revenue generated" dashboard

At the top of the configuration page, over 7, 30 or 90 days:

- **Assisted revenue** (tax excl. and incl.): orders placed by a visitor who chatted with the assistant within the attribution window (linked by cart, visitor or customer account);
- **Revenue from recommended products**: only the order lines of products the assistant suggested;
- assisted orders, conversion rate of conversations, average order compared with the store average, add-to-cart from the chat, tokens used.

Only valid orders are counted: a cancelled or refunded order drops out of the figures. "Assisted" means the customer used the chat before buying; it does not by itself prove the chat triggered the purchase.

7. What visitors see

- A floating button; the window opens full screen on mobile.
- The "AI" badge and the "AI-generated answers may contain errors" notice (transparency required by the EU AI Act). On first opening, a short notice explains that messages are processed by an AI provider.
- Product cards with price, stock, combination selector and an *Add to cart* button; the theme's cart updates instantly.
- Quick buttons: order tracking, promotions, shipping, search, customer service.

8. Costs, security and GDPR

- **Costs**: you only pay your AI provider, based on usage. Instant answers (FAQ, shipping, tracking, greetings) cost nothing. The panel 5 ceilings cap spending.
- **Security**: encrypted key, anti-forgery token on every request, per-visitor and per-IP limits, no order information revealed without the matching reference and email.
- **Personal data**: emails, phone numbers, card numbers and IBANs typed in the chat are masked before being sent to the AI provider and before being stored. Conversations are deleted automatically after the chosen retention period.
- **Your obligations**: mention the AI assistant and the chosen provider (processor) in your privacy policy and check its data processing terms. Some free plans allow the provider to use data to improve its services: for a store subject to the GDPR, prefer a paid plan.

9. Troubleshooting

The widget does not appear	Check the module is enabled (panel 1) and clear the PrestaShop cache (*Advanced Parameters* > *Performance*) and any page cache module.
"Invalid key" when testing	Check the key and the selected provider, and that billing is enabled on your provider account.
The bot cannot find a product	The product must be active and visible ("everywhere" or "search"). Run *Sync / Re-index Catalog* after a large import.
Answers in "search" mode without AI	No key configured, provider quota reached or daily cap reached: check the event log at the bottom of the configuration page.
"Model" alert	Your model was retired by the provider: the module picked another one automatically. You can select one manually after *Refresh*.
Need help	Download the diagnostic report (*Event Log & Diagnostics* > *Download Logs*) and attach it to your help request by email to contact@genisoft.fr.

10. Uninstallation

Uninstalling removes the module tables, its settings and the uploaded avatar. Threads created in PrestaShop's Customer Service and your orders are never modified.

11. Support

Support and updates are provided by email at contact@genisoft.fr. Please give your order number, the PrestaShop and PHP versions, and attach the diagnostic report.