

Aiden: The Wine Advisor

A WhatsApp-based assistant helping Wine of the Month customers discover wines

Wine of the Month Club partnered with Cerebral Circuit to explore how AI could support a more guided, conversational shopping experience for wine buyers.

THE OPPORTUNITY

Buying wine online can be surprisingly difficult. Customers often know what they want in human terms — a dinner pairing or a wine similar to one they already enjoy — but ecommerce catalogues are not always built around that kind of intent.

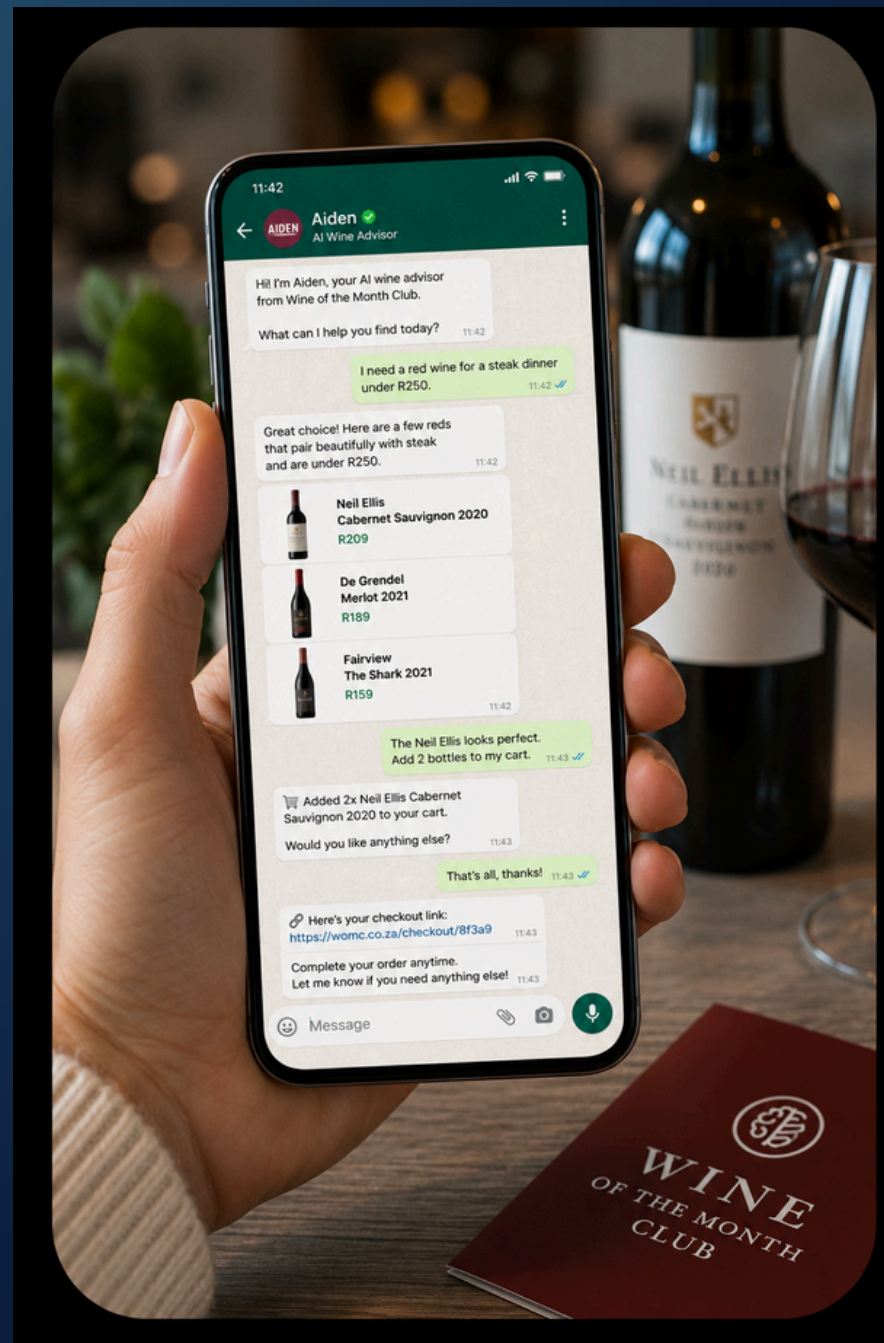
The opportunity was to give Wine of the Month customers a more natural way to shop: one where they could describe what they needed, ask follow-up questions, get relevant recommendations and move straight into checkout.

THE SOLUTION

Aiden was built as a WhatsApp-based AI wine shopping assistant.

Aiden can answer wine questions, support guided discovery, check product availability, build a cart and hand the customer off to checkout through a generated link.

The goal was not to replace the ecommerce store. It was to create a conversational layer on top of it — making product discovery easier and turning buying intent into a more direct path to purchase.



HOW IT WAS DELIVERED

1

Built around natural buying intent. Aiden was designed to understand how customers actually ask for wine: by occasion, taste, varietal, budget, pairing, gift need or product preference.

2

Connected to live product discovery. The assistant supports catalogue search, product recommendations, availability checks and wine-specific Q&A, helping customers narrow choices without manually browsing.

3

Linked conversation to checkout. Aiden can help customers build a cart and generate a checkout link, turning a WhatsApp conversation into a direct commerce handoff.

IMPACT

Aiden gives Wine of the Month a practical conversational commerce layer. For customers, it makes wine shopping easier and more natural. They can ask for what they want in plain language and get guided recommendations without needing to navigate the full catalogue themselves.

For Wine of the Month, Aiden creates a new way to capture buying intent, support product discovery, reduce friction between question and purchase, and learn more about what customers are asking for.

It also creates a foundation for future growth: abandoned checkout recovery, richer merchandising, customer-specific recommendations, support escalation and deeper commerce automation.

RESULTS

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5,051

messages handled

953

users supported

895

checkout links generated

THE TAKEAWAY

Aiden shows that ecommerce AI does not need to start with a new storefront. Sometimes the better move is to add a conversational layer where customers already are — helping them express intent, find the right product and move toward checkout with less friction.