

AREA: CUSTOMER SERVICE & SALES

AI-Powered Customer Engagement for Social Impact Commerce

How share GmbH uses Noodle Seed to turn ChatGPT conversations into qualified customers, combining product recommendations, brand storytelling, and lead capture inside a single AI experience.

Engage

Conversational AI Assistant
inside ChatGPT

Qualify

Personalized
Recommendations
across 100+ products

Acquire

In-Conversation Lead Capture
customers routed to sales

About share GmbH

share is a German certified B Corporation founded in 2017. Every product purchased funds a donation to people in need worldwide, spanning organic snacks, beverages, personal care, and stationery. With over 200 million shares and €10M+ invested in social projects, share is one of Europe's leading social impact consumer brands.

B Corp Certified

1-for-1 Model

share.eu

Berlin, Germany

Who Benefits

Customer Support

E-Commerce

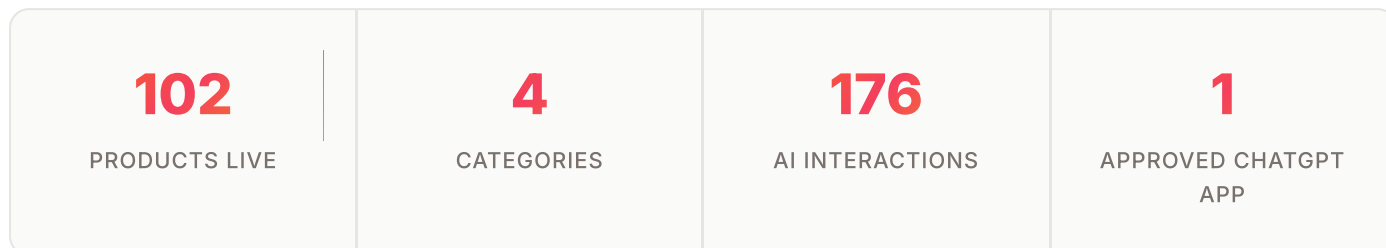
Sales

Marketing

The Challenge

With 100+ products across food, drinks, personal care, and stationery, and a social mission woven into every purchase, share needed new ways to engage customers and drive acquisition. Consumers increasingly expect to interact with brands through AI assistants, asking questions like *"What's a good organic snack brand that gives back?"* or *"sustainable gifts under €20."*

A static product page cannot hold a conversation, qualify a shopper, or capture their details. Building a custom ChatGPT integration would require engineering resources the team didn't have. share needed a way to engage customers, tell its story, and convert interest into qualified leads inside conversational AI, without custom development or maintaining separate data feeds.



How It Works

- 01 Product Catalog Ingestion**

share's full catalog of 102 products was structured and uploaded into Noodle Seed, including organic chocolates, protein bites, fruit infusions, oat drinks, soaps, shampoos, notebooks, and more. Each product carries its description, category, and social impact story, optimized for AI comprehension.
- 02 ChatGPT App Submission & Approval**

Noodle Seed handled the full submission pipeline to OpenAI's ChatGPT App Store: structuring metadata, managing the review process, and iterating on feedback. share's app was approved, making the brand discoverable to hundreds of millions of ChatGPT users worldwide.
- 03 Conversational Engagement & Lead Capture**

share's AI assistant engages ChatGPT users in natural conversations, recommending products from the full catalog, answering questions, and telling the brand's social impact story. Interested customers leave their contact details directly within the chat, captured as qualified leads and routed to share's team for follow-up.

Business Value

- 1 A new customer acquisition channel**

Every ChatGPT conversation can convert into a captured lead. The AI assistant collects contact details in-context, opening an entirely new acquisition channel driven by genuine customer intent.
- 2 Conversational engagement at scale**

share's AI assistant has a personalized conversation with every customer, answering questions, recommending products, and guiding them to what fits best. This is engagement that a static product page or catalog search cannot deliver.
- 3 Full catalog live, zero custom development**

No API integrations, no chatbot engineering. Noodle Seed handled the entire pipeline from product ingestion to ChatGPT approval. share's team stayed focused on their products and mission, not on AI infrastructure.

4**Brand and mission woven into every conversation**

Unlike a static product listing, the AI assistant contextually explains share's one-for-one social impact model when recommending products, turning every customer interaction into brand storytelling and stronger affinity.

Product Categories in ChatGPT

share's full product range is available for the AI assistant to recommend in real time:

39**Food**

Chocolates, nut bars, protein bites, crispies

31**Stationery**

Notebooks, pens, markers, highlighters

17**Drinks**

Fruit infusions, oat drinks, energy drinks

15**Personal Care**

Soaps, shampoos, hand creams, shower gels

About Noodle Seed

Noodle Seed is an AI-powered customer engagement platform. It helps businesses deploy intelligent assistants across ChatGPT, websites, and other AI channels to engage, qualify, and acquire customers. From product catalog ingestion and knowledge base setup to ChatGPT App Store submission and approval, Noodle Seed handles the full pipeline so businesses can focus on what they do best.

Want to turn AI conversations into customers?

Get started with Noodle Seed → noodleseed.com