AI Agent Business Case: E-Commerce Customer Support

Use Case: Customer Support in E-Commerce

Problem:

E-commerce companies often struggle with delayed customer support responses due to high query volumes, especially during peak sales. This leads to customer dissatisfaction, increased cart abandonment, and poor brand perception. Human agents are expensive and cannot scale rapidly.

Proposed AI Agent:

An AI-powered Customer Support Agent embedded on the website and mobile app. The agent interacts via text and voice, available 24/7. It understands natural language, handles common queries (order tracking, returns, refunds, product info), and escalates complex cases to human agents. It learns from past interactions to improve response accuracy.

Impact:

- 75% reduction in average response time, from 3 minutes to under 30 seconds.

- 40% drop in human support workload, enabling focus on complex issues.

- Improved customer satisfaction score (CSAT) by 20% within 3 months.

Bonus - User Interaction Sketch (Text Description):

User clicks the chatbot icon on the e-commerce site. A window opens:

"Hi! I'm Ava, your shopping assistant. How can I help you today?"

User types: "Where is my order?"

Ava replies instantly with order status, expected delivery, and tracking link.

Follow-up options include: "Return Item", "Speak to a Human", etc.