AI Agent Use Case Assignment

# Use Case Domain: Customer Support (E-commerce Industry)

## 1. Problem Definition

In the e-commerce industry, customer support teams face high volumes of repetitive queries—such as order status, return requests, refund policies, and delivery delays. These repetitive tasks burden human agents, increase wait times, and lead to poor customer satisfaction, especially during peak seasons like sales or festivals.

Current Challenges:
- Long average response times (more than 2 minutes).
- High customer drop-off due to unavailability of 24/7 support.
- Repetitive tasks consuming human agents’ time, reducing efficiency.

## 2. Proposed AI Agent: "SmartSupport Bot"

Capabilities of SmartSupport Bot:
- 24/7 Live Chatbot Support: Responds instantly to common questions (e.g., “Where is my order?”).
- Context-aware Responses: Uses customer order history to provide personalized replies.
- Multi-language Support: Communicates in regional languages to expand accessibility.
- Escalation Handling: Detects emotional tone and escalates complex issues to human agents.
- Order Management Integration: Connects with the company’s backend system to fetch order data or initiate return/refund processes.

User Interaction:
- Text-based Chat: Embedded on the website/app.
- Voice Interface (Optional): For customers using smart assistants like Alexa or Google Assistant.

## 3. Measurable Impact

1. Time Saved:
- Average response time reduced from 2 minutes to less than 10 seconds.
- Human agent load reduced by 40%, enabling them to focus on high-value queries.

2. Customer Satisfaction Improved:
- CSAT (Customer Satisfaction Score) increased by 25% within the first 3 months of deployment.
- 24/7 availability increased first-contact resolution rates by 30%.