

Customer Support for E-commerce

Problem:

Many e-commerce businesses struggle with high volumes of repetitive customer inquiries regarding returns and refunds. These straightforward questions monopolize human agent time. Common challenges include:

- High Volume of Repetitive Queries
- Long Wait Times
- Inconsistent Information
- Operational Costs
- Customer Frustration

Proposed AI agent:

"**ReturnBot**," aims to solve this by providing automated, intelligent customer support. Deployed on the e-commerce website and integrated with messaging platforms like WhatsApp, ReturnBot will understand return-related queries using NLP, offer instant answers from a comprehensive knowledge base, and guide customers through the return initiation and tracking process. It can also check return eligibility and provide personalized responses by accessing order history. For complex issues, ReturnBot seamlessly escalates to a human agent with full context.

Impact:

This solution offers significant impact: we project a **30% decrease in average customer interaction cost** within six months by automating 60-70% of tier-1 inquiries. Furthermore, we anticipate a **15% increase in Customer Satisfaction Score (CSAT)** and an **80% reduction in First Response Time (FRT)** for return queries within three months, as customers receive immediate assistance.

Bonus:

Users will interact with ReturnBot via a website chat widget or WhatsApp, ensuring quick and efficient resolution of their return queries.