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Business Domain: Customer Support (E-commerce Sector)

Problem Definition:

Every day, e-commerce businesses get thousands of customer questions, such as those about order status, return policies, delivery times, and more. This makes it harder for manual customer support agents to do their jobs, which slows down response times and makes customers less happy.

Proposed AI Agent:

We will make a chat support agent that uses AI and will be built into both the website and the mobile app. This agent will use Natural Language Processing (NLP) to understand customer questions and give them automated answers right away. This agent will be able to connect to APIs for tracking orders, systems for returns and refunds, and frequently asked questions.

Impact & Measurable Benefits:

Average response time went down by up to 60% (from 5 minutes to less than 1 minute).

Up to 40% less work for human support staff, which lets them focus on more difficult cases.

The Customer Satisfaction Score (CSAT) could go up by as much as 20%.

Sketch: