**Assignment**

**Use Case:** **Customer Support in E-commerce**

**Problem:**  
E-commerce businesses often struggle with handling a high volume of repetitive customer queries — such as order tracking, refund status, and product details. Human agents spend excessive time answering routine questions, leading to longer wait times, lower customer satisfaction, and increased operational costs.

**Proposed AI Agent:**  
Deploy an **AI Customer Support Agent** embedded within the company’s website and mobile app. This AI Agent will use Natural Language Processing (NLP) to understand and respond to customer inquiries in real-time, 24/7. It can instantly handle FAQs, check order status, process simple refunds, and escalate complex issues to a human agent when needed. The agent can interact through text chat and optional voice commands for accessibility.

**Impact:**  
**Reduce response time by 80%** — from an average of 10 minutes to under 2 minutes for common queries.  
**Lower customer service costs by 40%** — by automating 70% of routine support tasks, allowing human agents to focus on higher-value problems and customer retention.

BY

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