

Assignment: For AI Agent Business Case

Objective:

The goal of this assignment is to identify a real-world business problem and present a clear, practical case for solving it using an AI Agent with measurable results.

Use Case Chosen: Customer Support (E-commerce)

Problem Definition:

In many e-commerce companies, customer support teams struggle to manage high volumes of repetitive queries such as order status, return policies, and refund timelines. This leads to long response times and reduced customer satisfaction.

Proposed AI Agent:

An AI-powered virtual assistant will be embedded on the company's website and mobile app. It will use natural language processing (NLP) to handle customer queries 24/7 via chat. The agent will access real-time order data, provide personalized responses, and escalate complex issues to human agents when needed.

Measurable Impact:

1. **Time Saved:** Reduces average response time from 8 minutes to less than 30 seconds.
2. **Cost Reduced:** Lowers human support workload by 50%, reducing staffing costs significantly.