

AI Agent Business Case - Customer Support Automation

Use Case: Customer Support

Problem Definition:

Many businesses face delays and rising costs due to the high volume of repetitive customer queries (e.g., order tracking, return policies, basic troubleshooting). Human agents spend excessive time on these tasks, reducing efficiency and increasing response times.

Proposed AI Agent:

We propose a 24/7 AI Chat Agent embedded on the company's website and mobile app. This AI agent will handle common customer queries through natural language processing (NLP), provide instant responses, and escalate complex issues to human agents when needed. It will support both text and voice-based interactions for user convenience.

Impact / Measurable Benefits:

1. Reduced response time by 80%, improving customer satisfaction and retention.
2. Lower support costs by 40% due to decreased dependency on human agents for basic tasks.

Optional Bonus - User Interaction Sketch:

The AI Agent appears as a chatbot in the bottom-right corner of the website. Users type or speak queries, and the agent responds instantly, offering links, order details, or booking human help when needed.