

AI Agent Use Case: Customer Support in E-Commerce

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Problem Definition:

E-commerce companies often face high volumes of repetitive customer queries (e.g., order status, return policy, refund timelines). Human agents get overwhelmed, leading to:

- Slow response times
- Inconsistent answers
- Low customer satisfaction
- Increased operational costs

Proposed AI Agent: "SupportBot360"

Tasks & Capabilities:

- 24/7 automated support for common queries (via chat or voice)
- Integrates with order management system to fetch real-time order status
- Can initiate return/refund processes based on company policy
- Escalates complex issues to human agents when needed
- Multilingual support for global customers

User Interaction:

- Embedded chatbot on the company website & mobile app
- Also accessible via WhatsApp and voice assistant (e.g., Alexa)

Measurable Impact:

1. 60% Reduction in Response Time

(from average 8 minutes to under 1 minute for common queries)

2. 30% Decrease in Support Costs

(by reducing reliance on human agents for repetitive tasks)

3. 20% Increase in Customer Satisfaction Scores (CSAT)

(due to faster, consistent, 24/7 support)

Bonus: Interaction Sketch (Text-based UI)

User: Where is my order?

SupportBot360: Hi! Please share your order ID.

User: #12345

SupportBot360: Thanks! Your order #12345 was shipped on July 10 and is expected to arrive on July 13.

Would you like to track it live or talk to a human agent?

[Track Live] [Talk to Agent]