**ASSIGNMENT**

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

**Problem:**  
E-commerce companies often face high volumes of repetitive customer queries — like order status, returns, refunds, and product information. Human agents spend excessive time on these repetitive tasks, leading to long wait times, increased costs, and inconsistent service quality.

**Proposed AI Agent:**  
An AI-powered Virtual Customer Support Agent that handles common queries 24/7 through **text and voice chat** embedded on the website and mobile app. The agent can check order status, initiate returns, process refunds, recommend products, and escalate complex issues to human agents only when necessary.

**Impact:**  
1. **Reduce Response Time:** Average customer query response time drops from **10 minutes to under 1 minute**, improving customer satisfaction.  
2. **Lower Operational Costs:** Automating 60% of customer queries reduces dependency on human agents, saving **up to 40%** in support costs.

**User Interaction Sketch (Bonus):**  
Customers interact with the agent via a chat widget on the website or by voice through a smart speaker integration. The interface supports natural language, quick buttons for FAQs, and smooth handover to human support when needed.

This AI Agent ensures **faster service**, **cost savings**, and **better customer experience** for the business.