**Problem:**  
E-commerce platforms often struggle with delayed response times, inconsistent support quality, and high operational costs due to human-led customer service teams. Customers expect real-time, 24/7 assistance across multiple channels (chat, email, social media), but scaling this with human agents alone is costly and inefficient.

**Proposed AI Agent: Smart Support Assistant (SSA)**  
The AI agent acts as a frontline support rep available 24/7 via live chat, email, and social messaging platforms. It performs the following tasks:

* Instantly answers FAQs (orders, returns, shipping).
* Tracks orders and initiates returns/refunds.
* Escalates complex issues to human agents with full context.
* Learns from interactions to improve over time (using NLP + reinforcement learning).
* Multilingual support for global customers.

**Measurable Outcomes:**

**60% Reduction in Average Response Time**  
From 2 hours to under 5 minutes for Tier-1 queries.

**40% Decrease in Support Costs**  
By automating 70–80% of repetitive inquiries, reducing the need for live agents.

**Bonus — User Interaction Sketch:**

* **Channel:** Embedded chat widget on website and mobile app.
* **Interface:** Text-based with quick reply buttons (e.g., “Track My Order”, “Return Item”).
* **Voice-enabled** for mobile app users using speech-to-text input.