E-commerce businesses face **high customer service costs** and **long response times**, especially during peak shopping seasons. Repetitive queries like *"Where is my order?"*, *"How do I return an item?"*, and *"What are your shipping policies?"* account for over **60% of support tickets**, burdening human agents and reducing customer satisfaction.

**Proposed AI Agent:**

**SmartSupport AI** – an intelligent customer service agent embedded on the website and mobile app.

**Capabilities:**

* Handles FAQs instantly using natural language.
* Integrates with backend systems (CRM, logistics) to provide real-time updates (e.g., order status).
* Escalates complex queries to human agents with context.
* Learns over time from customer interactions to improve accuracy.

**Interaction Mode:**

* Website chat widget (text)
* Mobile app chatbot (text + voice)
* Optional WhatsApp integration

**📊 Measurable Impact:**

1. **⏱️ Time Saved:**
   * Average response time reduced from **5 minutes** to **10 seconds**.
   * 24/7 availability eliminates wait times outside business hours.
2. **💰 Cost Reduced:**
   * Cuts customer support costs by **up to 40%** by automating repetitive tasks.
   * Reduces ticket volume by **60–70%**, allowing support teams to focus on high-value issues.
3. **😊 Customer Satisfaction:**
   * Increases CSAT score by **15–20%** through faster resolution and consistent answers.