**Assignment: Build Your First AI Agent Business Case**

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

**Problem:**  
E-commerce companies face high volumes of customer inquiries, ranging from order tracking to product returns. Current support teams struggle with long response times and inconsistent answers, leading to poor customer satisfaction and increased operational costs.

**Proposed AI Agent:**  
An AI-powered Customer Support Agent embedded on the company’s website and mobile app. This agent uses natural language processing (NLP) to understand and respond to customer queries instantly. It can handle order tracking, return processing, FAQs, and escalate complex issues to human agents. It also learns from interactions to improve responses over time.

**Impact:**

1. **Response Time Reduction:** Instant replies cut average customer wait time from hours to seconds, improving customer experience.
2. **Cost Savings:** Automating 70% of routine queries reduces the need for a large human support team, lowering operational costs by up to 40%.
3. (Bonus) The AI interacts via both text chat and voice commands, accessible on web and mobile platforms, providing a seamless, multi-channel support experience.