**Assignment Title: Build Your First AI Agent Business Case**
**Domain: Customer Support**

**🎯 Objective:**
To address high response times and inconsistent customer query handling by implementing an AI Agent that automates support operations, leading to improved efficiency and customer satisfaction.

**📝 Business Case:**
In the **customer support** domain, many companies struggle with **delayed responses** and **repetitive queries** that overwhelm human agents. This leads to poor customer experience and reduced loyalty.

To solve this, we propose deploying an **AI Customer Support Agent** embedded within the company’s website and mobile app. This agent will handle routine queries 24/7, such as order tracking, return policies, and technical FAQs. It will use **natural language processing** to understand customer questions and deliver relevant, accurate answers instantly. In complex cases, it will escalate the query to a human agent with full context.

**🔍 Measurable Impact:**

1. **Response time reduced by 80%**, from an average of 5 minutes to under 1 minute.
2. **Support cost savings of up to 40%** by automating repetitive tasks and reducing human workload.

**💬 Bonus – Interaction Sketch (Optional):**
The AI Agent will interact with users via **text-based chat** on the website and app, with future scalability to **voice assistants** for mobile platforms.

This AI solution ensures faster support, lower costs, and higher customer satisfaction.