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

**Business Domain**: Customer Support  
**Problem Definition**:  
E-commerce platforms often struggle with handling high volumes of repetitive customer queries such as order status, return policy, refunds, and delivery issues. Human agents are overburdened, leading to delays, inconsistent responses, and low customer satisfaction.

**Proposed AI Agent**:  
A **24/7 AI-Powered Customer Support Agent** integrated into the website and mobile app. It handles common queries using natural language processing (NLP), provides instant answers, and escalates complex issues to human agents when necessary. It supports text and voice inputs and learns from past interactions to improve accuracy over time.

**Measurable Impact**:

* **Time Saved**: 60–70% reduction in response time by instantly resolving repetitive queries.
* **Cost Reduced**: 40% decrease in operational cost by minimizing dependency on human support for FAQs.
* **Customer Satisfaction**: 25% improvement in CSAT scores due to quicker and consistent support.

**User Interaction (Bonus)**:

* Customers can interact via **chatbox on website/app**, **voice commands** on mobile.