The e-commerce industry struggles with handling repetitive customer queries such as order tracking, returns, and refunds. Human agents spend 60–70% of their time on these tasks, causing delays in response times (8–10 minutes per chat) and increasing operational costs.

The proposed solution is an **AI-powered Customer Support Agent** integrated into the website and mobile app, available via **text chat and voice commands**. The AI will handle FAQs, process simple actions like refunds or cancellations, recommend alternatives, and escalate complex cases to human agents with summarized context. Over time, it will **self-learn from interactions**, improving accuracy and efficiency.

The measurable outcomes include:

1. **Time Efficiency** – Reducing average response time from **8 minutes to 30 seconds**, ensuring customers get instant help.
2. **Cost Reduction** – Cutting manpower costs by **40%**, as the AI will autonomously handle 70% of all incoming queries.
3. **Customer Satisfaction** – Targeting a **90%+ CSAT score** due to faster and more consistent service.

Customers will interact via a WhatsApp-style **text chat** or opt for **voice-based hands-free support**, making the experience seamless and convenient.