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

**Problem:**  
E-commerce companies often face overwhelming volumes of customer queries — order status, return policies, refunds, product information — leading to long wait times and overburdened human agents. This results in **customer dissatisfaction and high support costs**.

**Proposed AI Agent:**  
A **Conversational AI Support Agent** integrated into the company’s website and mobile app. It uses **natural language processing (NLP)** to understand and respond to customer queries in real-time. It can:

* Track order status
* Initiate return/refund requests
* Answer product FAQs
* Escalate complex issues to human agents when needed
* Learn from new queries to improve over time

**Impact:**

1. **Time Saved:** 70%+ of routine queries resolved instantly, reducing average response time from **5 minutes to under 30 seconds**.
2. **Cost Reduction:** Up to **40% reduction** in customer support staffing costs.
3. (Bonus): **Customer Satisfaction Score (CSAT)** improved by 25% within 3 months of deployment.

**Interaction Sketch:**

* **User Input:** Chat window on website/app (text or voice)
* **Agent Response:** Friendly, human-like chatbot interface with options/buttons for common requests