**Customer Support in E-Commerce**

 **Problem Definition:**
E-commerce businesses often face high volumes of repetitive customer queries such as order status, return policies, or payment issues. Human agents are overwhelmed, leading to delayed responses, lower satisfaction scores, and increased support costs.

 **Proposed AI Agent:**
An AI-powered **Conversational Support Agent**, embedded in the website and mobile app, will handle FAQs, order tracking, and returns via text and voice. It integrates with the company’s CRM and logistics systems to provide real-time, personalized updates. The agent uses NLP to understand customer queries and provides instant, relevant responses or escalates to a human agent when necessary.

 **Measurable Impact:**

* **Response Time Reduced by 85%**: From an average of 2 hours to under 5 minutes.
* **Customer Satisfaction Improved by 30%**: Based on post-chat surveys and Net Promoter Score (NPS) trends.
* **Support Cost Reduced by 40%**: Fewer human agents needed for routine queries.

 **Interaction Model :**
The user interacts via a chat bubble on the website or voice on mobile. Example:
**User:** "Where is my order?"
**AI Agent:** "Your order #10456 is out for delivery and will arrive by 6 PM today."