**AI Agent Business Case: Automating Customer Support for E-commerce**

**Domain:** E-commerce Customer Support
**Problem:** High volume of repetitive customer queries (order tracking, returns, FAQs) leads to slow response times, agent burnout, and poor customer satisfaction.

**Proposed AI Agent:**

* A **24/7 multilingual chatbot** integrated with the website/APP
* Handles FAQs, tracks orders, processes returns, and escalates complex issues to humans
* Learns from interactions to improve responses

**Measurable Impact:**

1. **80% reduction in first-response time** (from 2 hours to 15 minutes)
2. **30% cost savings** by deflecting 60% of routine queries from human agents

**Bonus Interaction Sketch:**
User types/asks: "Where’s my order #12345?" → AI fetches real-time tracking details and replies instantly.