

E-commerce platforms face high volumes of repetitive customer queries (order tracking, returns, refunds, product info), leading to:

- Long wait times for support
- High operational costs due to large support teams
- Inconsistent customer experiences

AI Agent Solution: Smart Support Assistant

An AI-powered virtual agent embedded on the website and mobile app that:

- Handles 80–90% of routine queries via natural language (text or voice)
- Escalates complex issues to human agents with full conversation context
- Learns from new queries to continuously improve performance
- Operates 24/7 in multiple languages

Measurable Impact:

1. **Time Saved:** Reduces average response time from 5 minutes to under 30 seconds — improving support efficiency by 85%
2. **Cost Reduction:** Cuts customer support team size by 30–40%, saving ~\$200k annually for a mid-sized platform
3. **CSAT Uplift:** Increases customer satisfaction scores by 15–20% due to faster, consistent service

User Interaction:

- Chat/Voice on website & app
- Seamless hand-off to live agent if needed
- Option to send status updates via WhatsApp/SMS