**Objective:**

**Identify a real-world business problem and outline how an AI Agent can solve it effectively — with measurable outcomes.**

**Use Case**

Domain: Customer Support (E-commerce Sector)

**Problem Definition**

E-commerce platforms receive thousands of customer queries daily—return requests, payment issues, product details etc. Most companies rely on human agents who often struggle with:

Delayed response times (average 6–12 hours)

High operational costs due to 24/7 staffing

Inconsistent customer service quality

This results in poor customer satisfaction and lost sales opportunities.

**Propose the AI Agent:**

Deploy an AI-powered Customer Support Agent. This AI agent can:

* Automatically handle 60–80% of queries
* Intelligently escalate complex cases to human agents
* Provide 24/7 support across channels (chat, email, social media)

**Capabilities:**

Order tracking & status updates

Return initiation & label generation

Answering product FAQs

Payment support & troubleshooting

**Interaction Modes:**

Text-based: Website chat widget, app chat, social messengers

Voice-based: Optional integration with voice assistants like Alexa or Google Assistant

**Measurable Outcomes/ Impact:**

Reduction in Human Agent Workload

Improvement in Response Time

Increase in CSAT Score (Customer Satisfaction Score)

Cost Savings in Support Operations

Faster resolution with 24/7 availabili