Assignment: Build Your First AI Agent Business Case

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

**Problem:**  
E-commerce companies face high volumes of customer queries, especially around order status, returns, and refunds. Human agents often get overwhelmed, leading to **long wait times**, **inconsistent responses**, and **reduced customer satisfaction**.

**AI Agent Proposal:**  
An **AI-powered virtual customer support agent** embedded in the company’s website and mobile app. It uses **natural language processing (NLP)** to understand and respond to common queries instantly. The agent integrates with the order management system to provide **real-time updates** on delivery status and automates **return/refund workflows**. It can escalate complex issues to human agents when needed.

**Impact (Measurable Benefits):**

* **Time Saved:** Reduces average response time from 5 minutes to **under 10 seconds**, handling up to **80% of routine queries autonomously**.
* **Cost Reduced:** Decreases the need for additional support staff, cutting **operational costs by 30%** during peak seasons.

**User Interaction (Bonus):**  
Users interact via **text-based chatbot** on the website and app, with optional **voice assistant** integration for mobile users.