

AI Agent Business Case: Enhancing Customer Support in E-Commerce

Domain: Customer Support (E-Commerce)

Problem Definition:

In e-commerce, customer service teams face high volumes of repetitive queries—order tracking, return status, and product details—leading to long wait times, increased workload, and customer dissatisfaction.

Proposed AI Agent:

We propose a **24/7 AI-powered Customer Support Agent** integrated into the company's website and mobile app via chat. The agent will:

- Automatically answer FAQs (delivery status, refund policy, product availability)
- Assist with return/exchange processes
- Escalate complex issues to human agents with full conversation context
- Learn from interactions to improve over time

Measurable Impact:

1. **Time Saved:** 70% reduction in average query response time
2. **Cost Reduced:** 40% decrease in manpower costs due to automation of repetitive tasks
3. **Customer Satisfaction:** 25% increase in CSAT scores due to faster and accurate resolutions

Bonus – User Interaction Sketch (Optional):

User visits the website → Clicks on the chat icon → Types a query → AI agent responds instantly with helpful information or links → Escalates to human agent if needed.