EasyFastAI
Instant Responses, Lasting Impressions

Redefining Customer Support with AI

EasyFastAI
Instant Responses, Lasting Impressions

"Let me put you on hold"

"You've contacted us outside of our operating hours"

"I'm having trouble understanding your request"

Problem Statement

EasyFastAI — Instant Responses, Lasting Impressions

emplifi — Empathy, amplified. 2022

49% of customers have **left a brand** in the past 12 months due to **poor customer experience**, often linked to **slow response times**

Emplifi. (2022). Consumer expectations report: US & UK. https://go.emplifi.io/rs/284-ENW-442/images/Emplifi_Report_Consumer_Expectations_US_UK_EN.pdf

AMERICAN EXPRESS 2018

20% Of customers are willing to **stop using a product** or service for **slow response times** via **online chat**

American Express & Forrester Research. (2018). American Express & Forrester Gen Z research. SlideShare. https://www.slideshare.net/slideshow/amex-forrester-gen-z-research/106357513

SuperOffice 2022

10 **Hours** is the average **response time** for customer support on **social media**

MacDonald, S. (2022, October 20). 25 live chat statistics for 2023 (backed by unique research). SuperOffice. https://www.superoffice.com/blog/live-chat-statistics/

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That's why ....
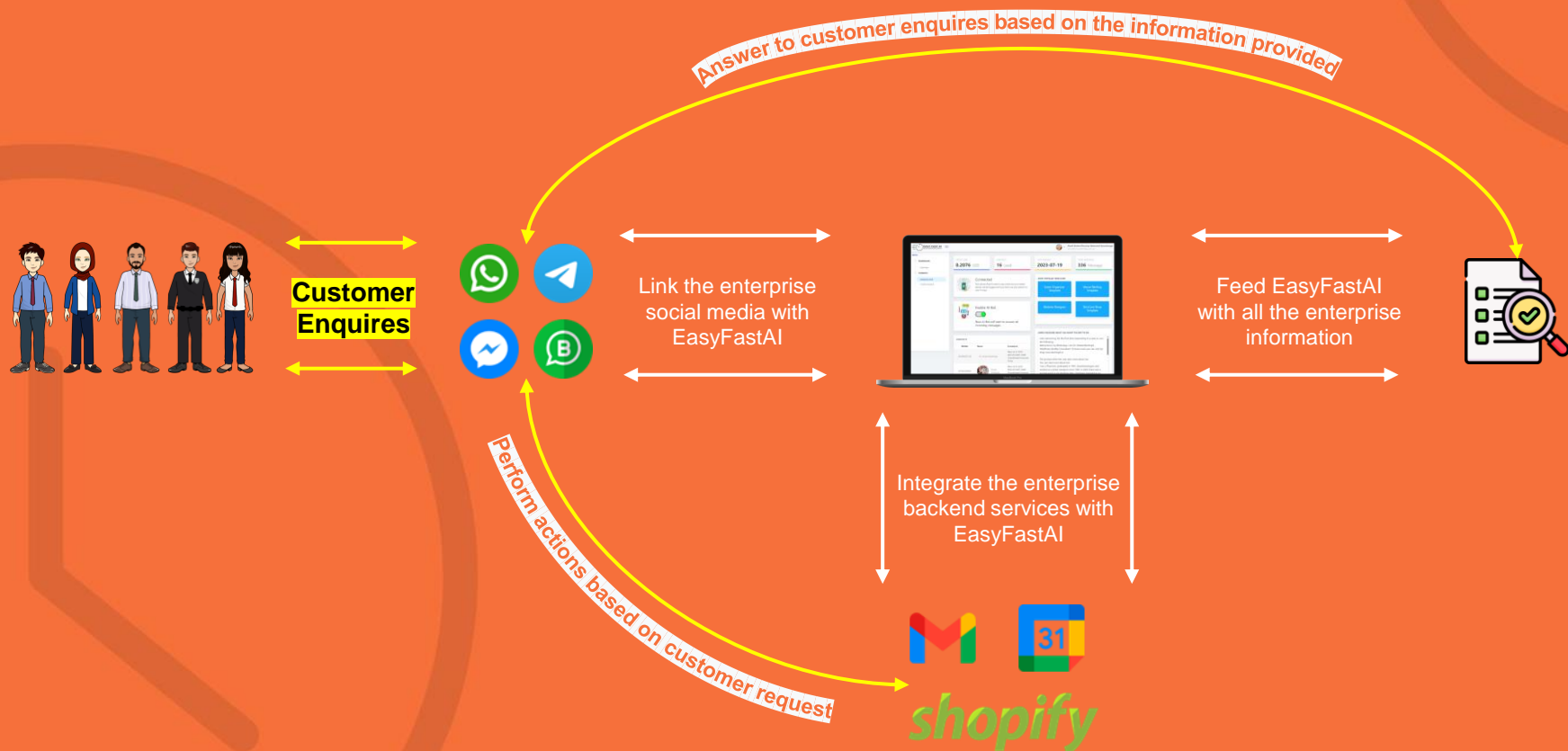
Problem Statement
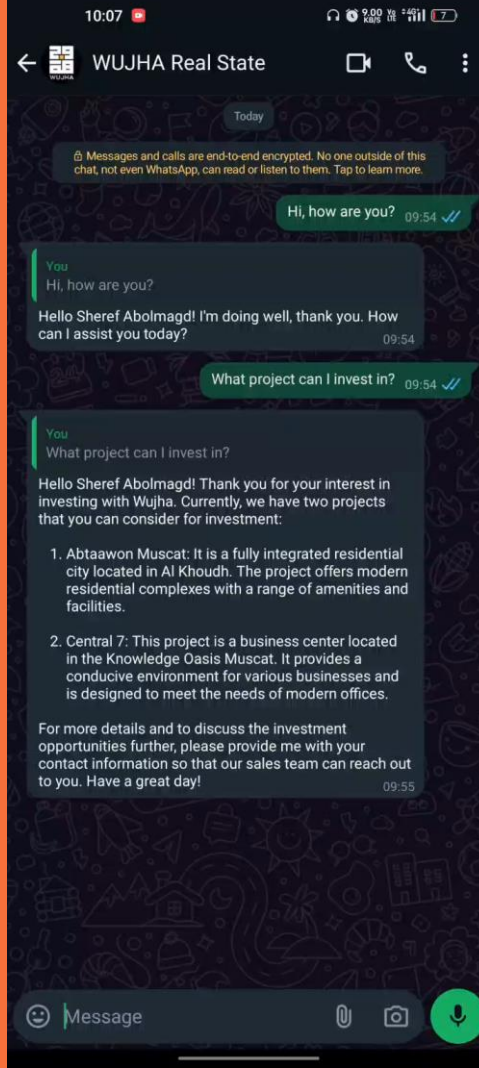
Introducing …..

The Solution

EasyFastAI is an **AI-powered Chatbot** that aims to help enterprises by providing instant, accurate, and round-the-clock support through their **Social Media Platforms**

Our mission is to transform customer support from a common pain point into a strong pillar of customer loyalty and satisfaction
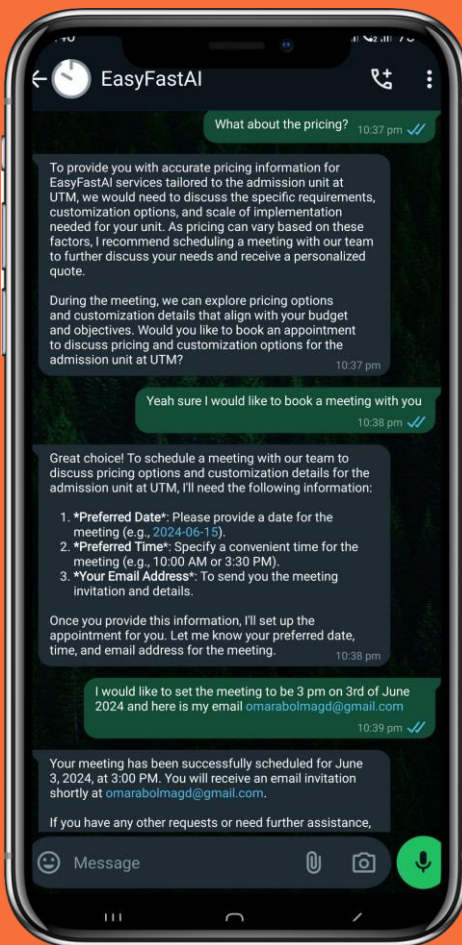
The Solution - Workflow

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Answer to customer enquires based on the information provided

Customer Enquires

Link the enterprise social media with EasyFastAI

Feed EasyFastAI with all the enterprise information

Integrate the enterprise backend services with EasyFastAI

Perform actions based on customer request

shopify

Customer Support Cases

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Link to WhatsApp, Facebook, Telegram

Train with different types of documents

Reply to multiple languages

Reply to voice notes with voice

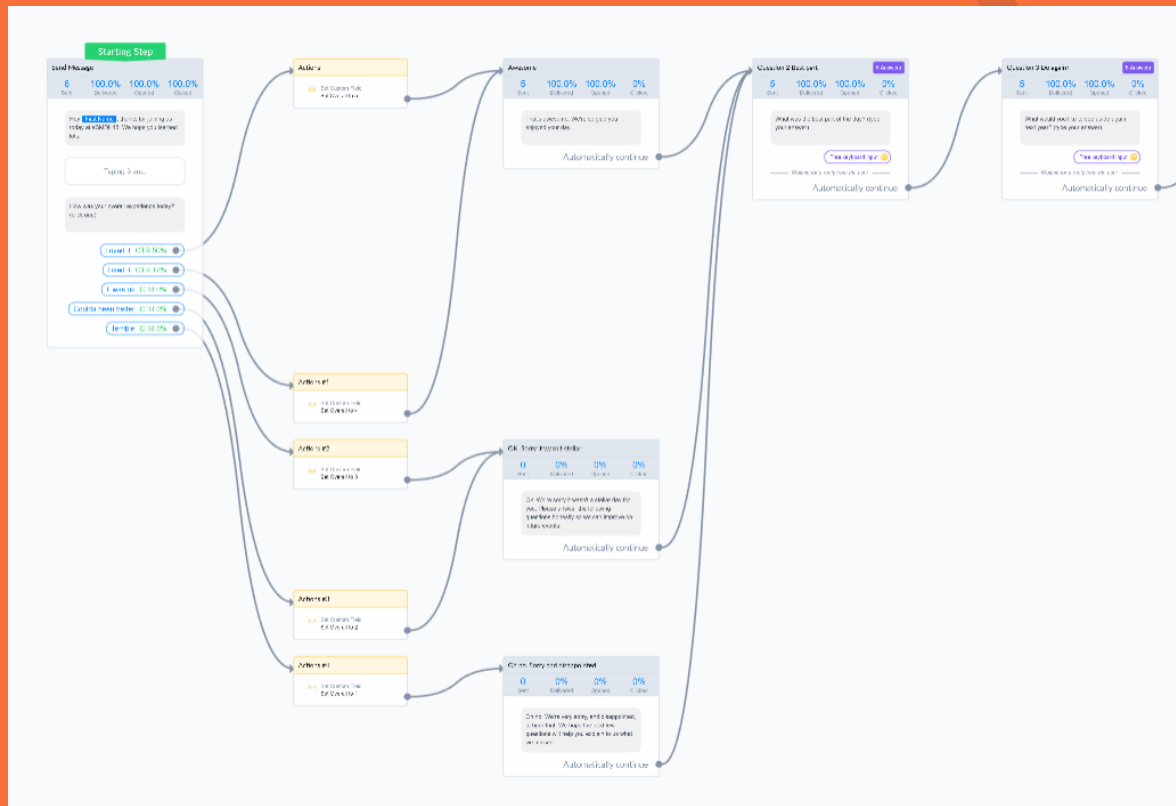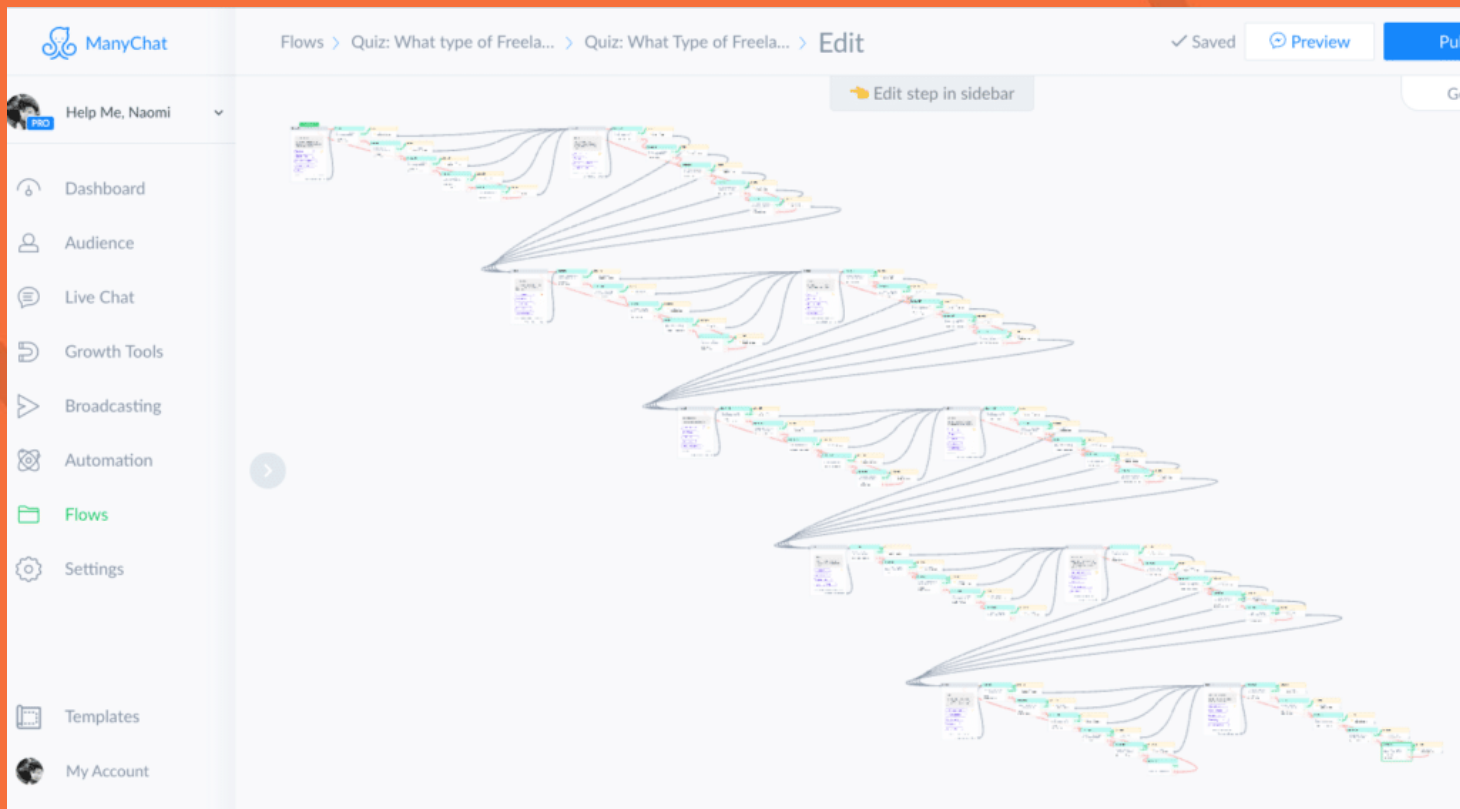EASY FAST AI
NOW EVERYONE CAN AI

Perform Actions
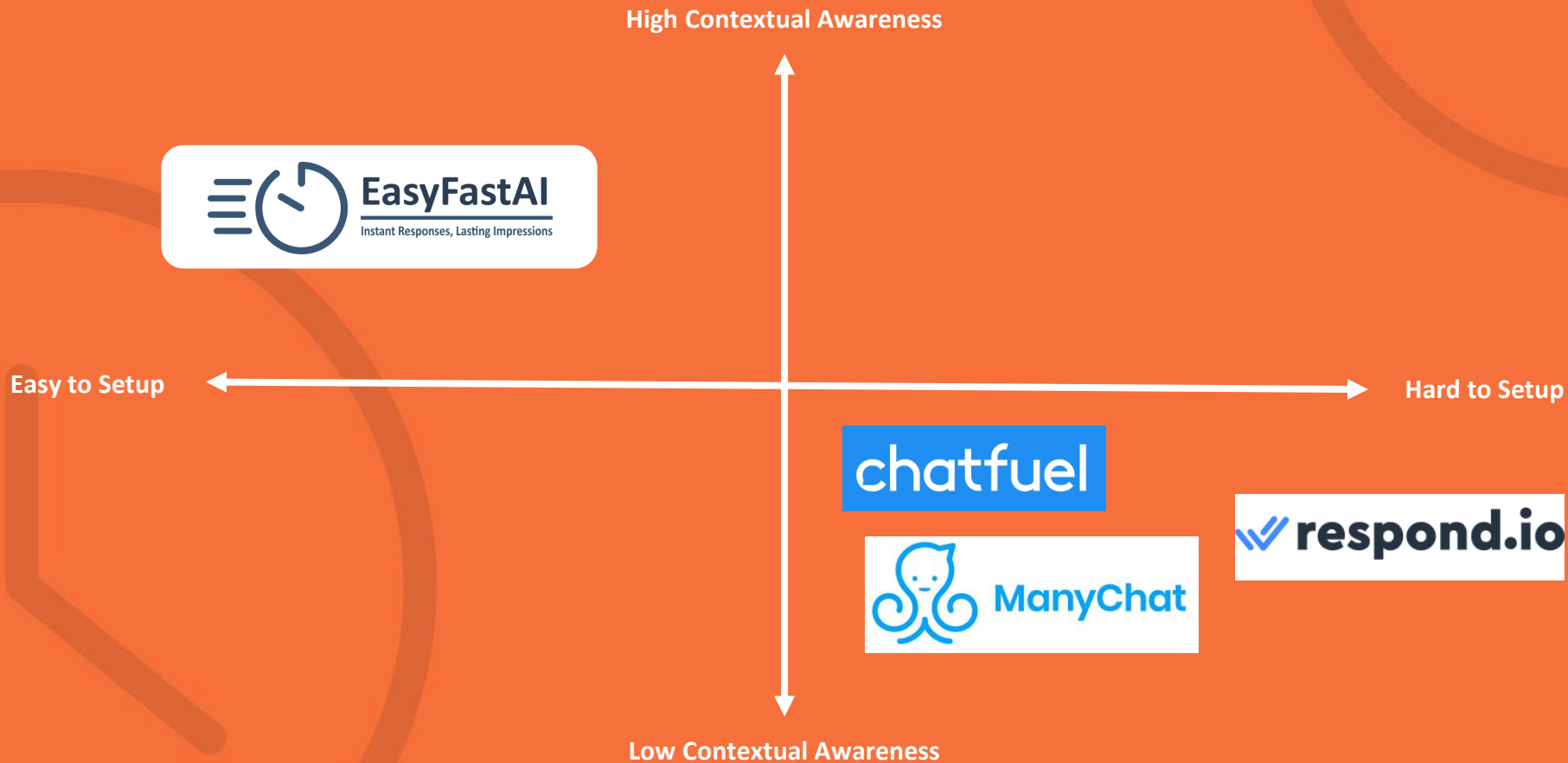
Competition – why we are easier to use..?

Competition – why we are easier to use..?
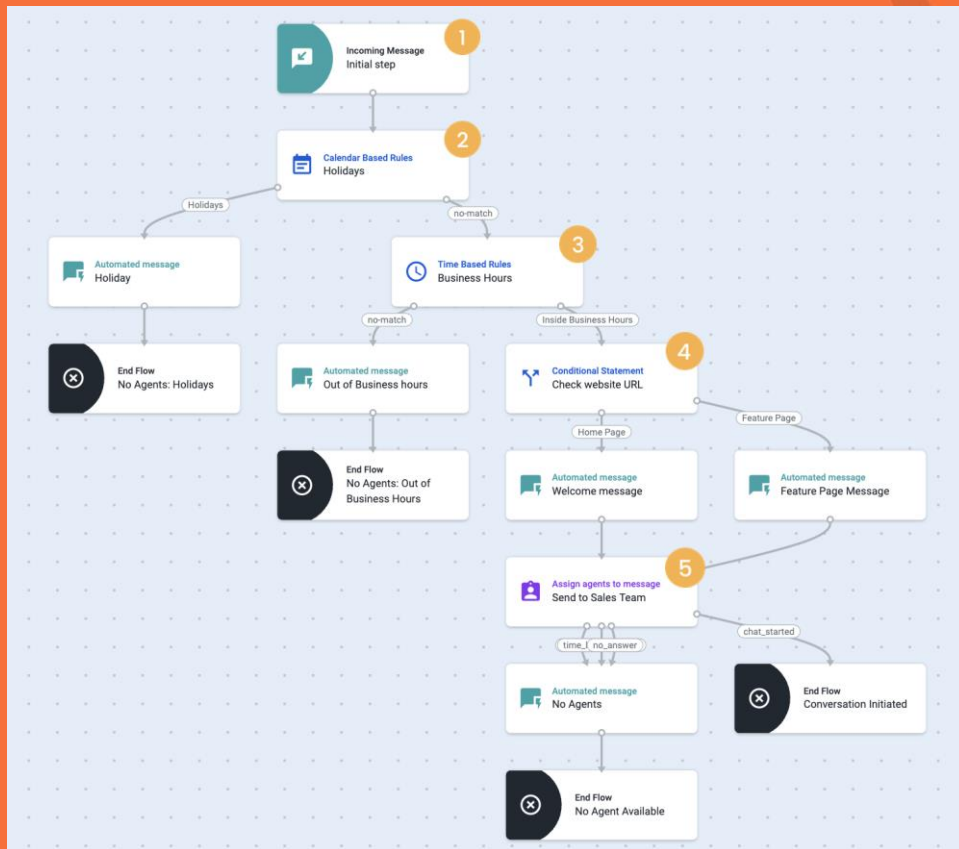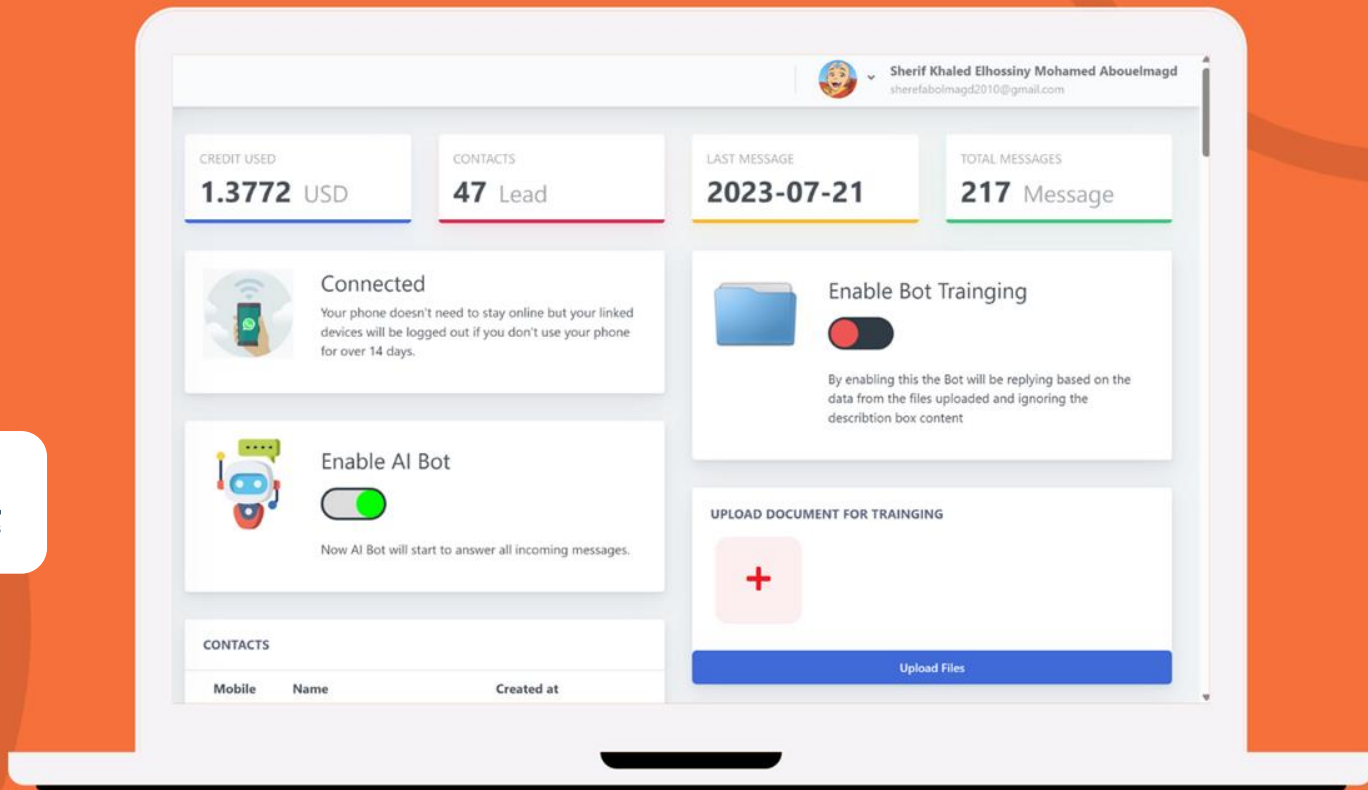
Competitors Analysis Overview

	EASY FAST AI NOW EVERYONE CAN AI	chatfuel	ManyChat	respond.io
Founded	2024	2015	2015	2016
Contextual Awareness	✓			
Scalability	✓			
Personalization and Engagement	✓			
Handling Ambiguity and Complex Queries	✓			
Easy to setup	✓			
Reply to comments on social media		✓	✓	✓
Broadcasting	✓	✓	✓	✓

The Solution - Technology Used

Firebase
Google's mobile and web application development platform with cloud services

Puppeteer
Google's tool for headless Chrome automation and web page manipulation.

WhatsApp
Popular messaging app for text, voice, and video communication globally

ChatGPT
ChatGPT is a versatile AI language model for natural language processing

LangChain
Framework for developing applications powered by Large language models

Mongodb
NoSQL database for flexible, scalable, and high-performance data storage and retrieval

RabbitMQ
Open-source message broker for reliable, asynchronous communication between applications

Socket.io
JavaScript library for real-time, bidirectional communication between clients and servers

Whisper
OpenAI's speech recognition system for accurate, multi-language audio-to-text transcription.

PrivateGPT
Secure, privacy-focused variant of GPT for confidential AI interactions

Telegram
Popular messaging app for text, voice, and video communication globally

Messenger
Popular messaging app for text, voice, and video communication globally

Embeddings
OpenAI's Embedding that convert text into vectors for the AI to be able to understand and match.

Text to Speech
OpenAI's text to speech to convert text into speech with multiple voices available

AWS Servers
Amazon Web Services that offers reliable, scalable, and inexpensive cloud computing services

The Solution – Design Overview

Files to be train
(.pdf, .csv, .txt, etc)

Divide files into small chunks

Chunk → Vector

Chunk → Vector

Chunk → Vector

Chunk → Vector

Convert text to vector for LLM to read it

Feed the vectors to the langChain

LangChain

Passing the highest scored vector based on user query

ChatGPT / PrivateGPT

User query

Reply user query

User ask query

User
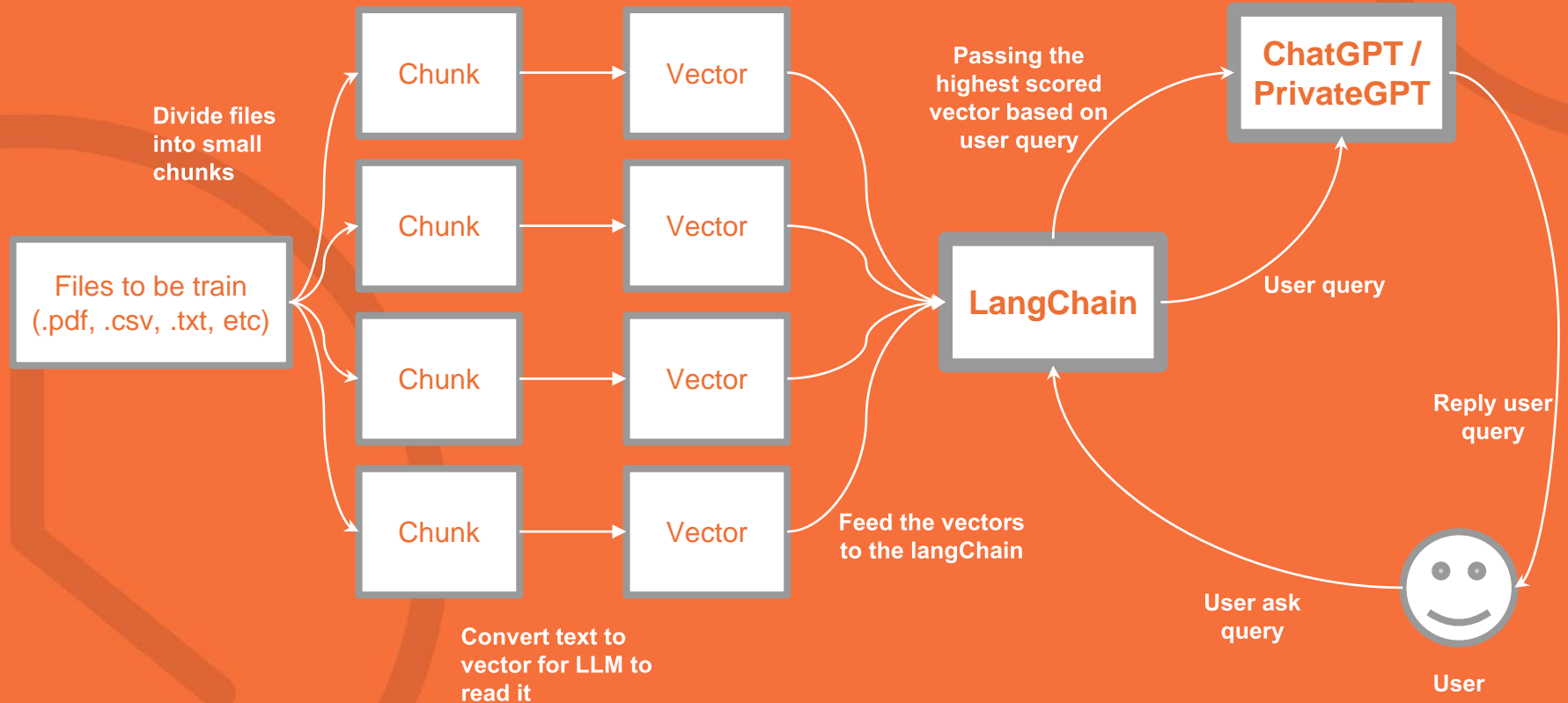
The Solution – Enterprise Grade Environment
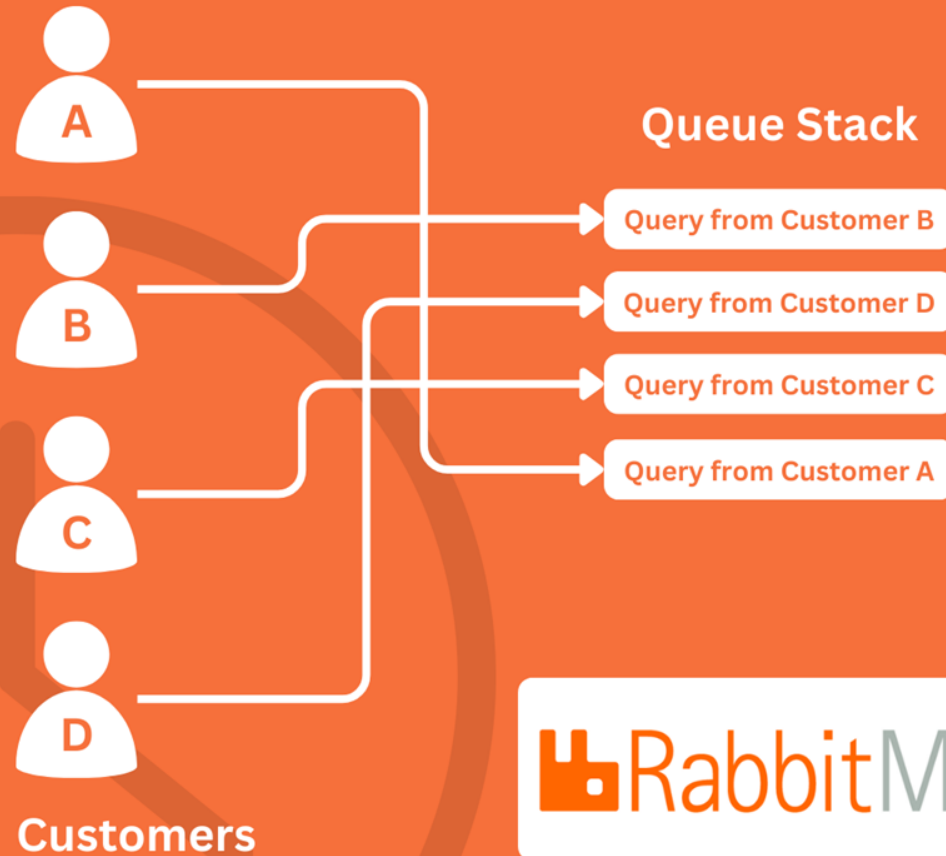
In a FCFS query system, queries are assigned timestamps and stored in a stack. The oldest query (with the earliest timestamp) is processed first, and then removed, ensuring queries are handled in the order they arrived

Queue Stack

Query from Customer B

Query from Customer D

Query from Customer C

Query from Customer A

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Customers

RabbitMQ

Leveraging RabbitMQ for message queuing guarantees that the chatbot can effectively manage incoming requests while maintaining message order integrity and traffic

The Solution – Technology Stack

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FrontEnd

BackEnd

DataBase

DevOps

HTML5 · CSS3 · JS5

node.js · Express

firebase · mongoDB
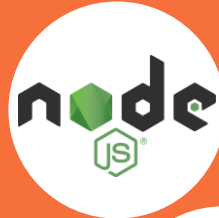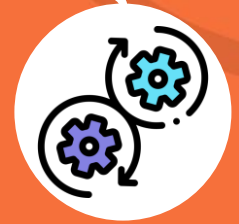
aws

The Solution – Market Sizing (System Infrastructure)

Never Happend Situation

Low Traffic
(Server workload indicator 10%)

Medium Traffic
(Server workload indicator 50%)

High Traffic
(Server workload indicator 80%)

Load Balancing: Distribute requests evenly.
Horizontal Scaling: Add servers dynamically.
Asynchronous Processing: Queue non-urgent tasks.
Rate Limiting: Prevent excessive usage.
Auto-Scaling: Adjust server capacity.

Add more servers dynamically to handle increased traffic

Auto trigger when usage > 79%

Revenue Model

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Basic
$39/m
&
$2 per 1mil Char

- 1 WhatsApp Line
- Basic Support

Silver (Most Popular)
$59/m
&
$2 per 1mil Char

- 1 WhatsApp Line
- Basic Support
- Voice Note Support

Diamond
$69/m
&
$2 per 1mil Char

- 1 WhatsApp Line
- Basic Support
- Voice Note Support
- Reports and analytics

Go-To-Market Strategy

How to reach our customers..?

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Free Trials

Allow customers to try EasyFastAI for free with **100 messages** free limit.

Free Seminars & Workshops

Conduct free seminars and workshops to spread awareness about how AI can enhance customer support and how it is different from conventional Chatbots.

Shopify Plugin

Develop Shopify plugin to allow shopify sellers to use the plugin and link to their social media then EasyFastAI can reply to customers based on the products in the shopify store and automate the orders.

Go to Market Strategy

Strategy 1 – Free Trials

You can visit our website

chat.easyfastai.com

and start your free trial now
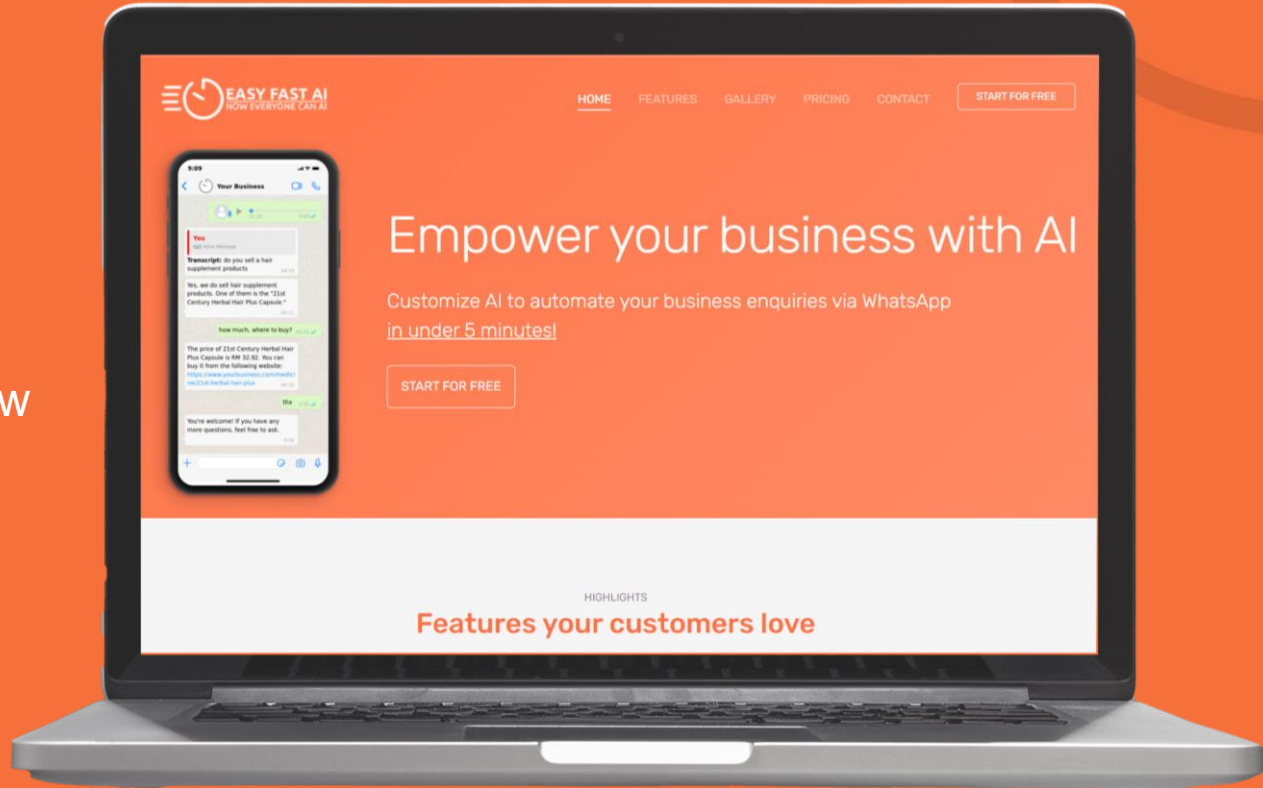
Go to Market Strategy

Strategy 2 – Free Seminars & Workshops

Here are some of the suggested titles for workshops and seminars to educate people about using Generative AI for a better customer support

Generative AI for Customer Support (Human-link Conversations)

Customer Support main pain points and how to mitigate them

How to setup your own AI for your own business to handle your social media

Go to Market Strategy

Strategy 3 – Integrate with specific market segments

Integrate EasyFastAI with some special customer segments like E-commerce customers who are using Shopify to sell their products

This photo shows the EasyFastAI plugin that we are working on to be available in Shopify Plugins store. Therefore, any Shopify store can download and install it on their Shopify store to integrate EasyFastAI with their stores to reply to customers and perform Shopify actions like Purchasing, modifying order details and comparing products. All this is done on WhatsApp, Telegram, Facebook, etc.
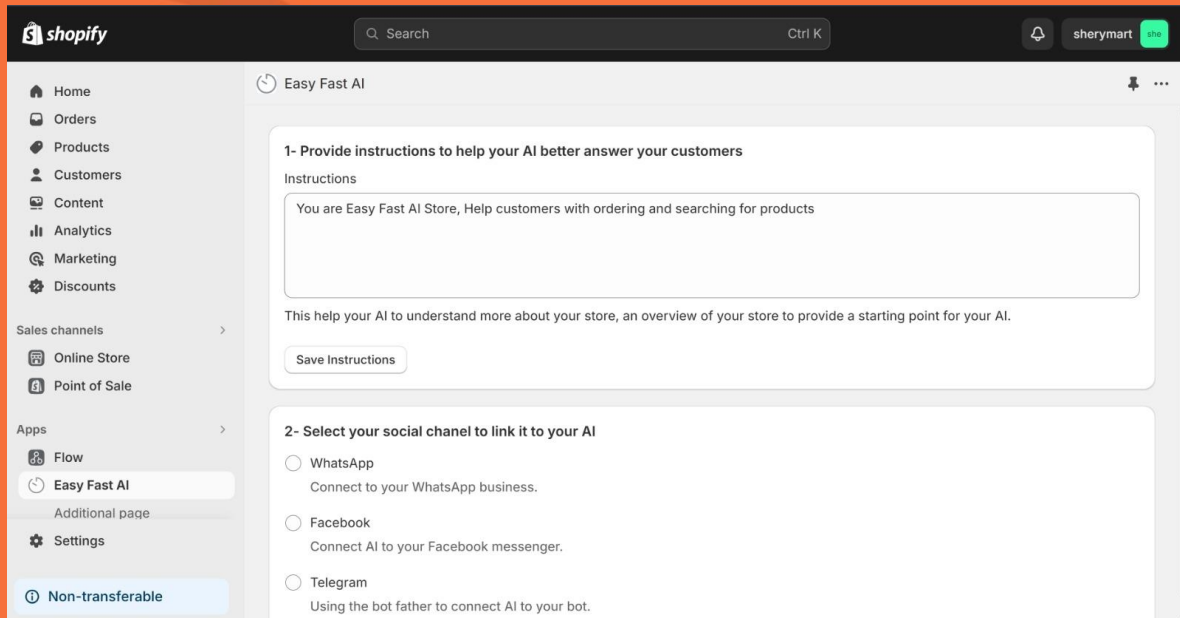
Financial - Costs

Based on some basic estimations

Cost (USD)	
Infrastructure	Around 200 USD/month
OpenAI API	1 USD/ 2mil character
Whisper API	1$ / 150 mins recording

Revenue (USD)	
Service Subscription per line	$39 – 59$ - $69
Messaging	$2 / 1mil character
Voice Notes	$2 / 50 mins
Actions Integrations	$2 / 100 actions performed

	2025				2026				2027				2028				2029			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
NO. New Customers	10	30	40	50	100	150	200	250	300	350	400	450	500	600	700	800	900	1100	1300	1500
Total Number of Customers	10	40	80	130	230	380	580	830	1130	1480	1880	2330	2830	3430	4130	4930	5830	6930	8230	9730
Subscription (59 USD/month)	$1,770	$7,080	$14,160	$23,010	$40,710	$67,260	$102,660	$146,910	$200,010	$261,960	$332,760	$412,410	$500,910	$607,110	$731,010	$872,610	$1,031,910	$1,226,610	$1,456,710	$1,722,210
Pay as you go (30 USD/month)	$900	$3,600	$7,200	$11,700	$20,700	$34,200	$52,200	$74,700	$101,700	$133,200	$169,200	$209,700	$254,700	$308,700	$371,700	$443,700	$524,700	$623,700	$740,700	$875,700
Special Customization Fees (200 USD)	$400	$1,200	$1,600	$2,000	$4,000	$6,000	$8,000	$10,000	$12,000	$14,000	$16,000	$18,000	$20,000	$24,000	$28,000	$32,000	$36,000	$44,000	$52,000	$60,000
Total Revenue per Quarter	$3,070	$11,880	$22,960	$36,710	$65,410	$107,460	$162,860	$231,610	$313,710	$409,160	$517,960	$640,110	$775,610	$939,810	$1,130,710	$1,348,310	$1,592,610	$1,894,310	$2,249,410	$2,657,910
Total Revenue	$74,620				$567,340				$1,880,940				$4,194,440				$8,394,240			
Customer Support HC	1	1	2	2	5	7	8	10	15	20	25	30	40	50	60	70	90	110	130	150
Cost of Customer Support Labour (30 customers/employee)	$3,000	$3,000	$6,000	$6,000	$15,000	$21,000	$24,000	$30,000	$45,000	$60,000	$75,000	$90,000	$120,000	$150,000	$180,000	$210,000	$270,000	$330,000	$390,000	$450,000
Sales HC	1	1	2	2	5	8	10	13	15	18	20	23	25	30	35	40	45	55	65	75
Cost of Sales Labour (10 new customers/employee)	$3,000	$3,000	$6,000	$6,000	$15,000	$24,000	$30,000	$39,000	$45,000	$54,000	$60,000	$69,000	$75,000	$90,000	$105,000	$120,000	$135,000	$165,000	$195,000	$225,000
Developers HC	1	1	1	1	2	2	3	3	7	8	9	10	12	14	16	18	21	23	26	29
Developers Cost	$4,500	$4,500	$4,500	$4,500	$9,000	$9,000	$13,500	$13,500	$31,500	$36,000	$40,500	$45,000	$54,000	$63,000	$72,000	$81,000	$94,500	$103,500	$117,000	$130,500
Total Labour Cost / quarter	$10,500	$10,500	$16,500	$16,500	$39,000	$54,000	$67,500	$82,500	$121,500	$150,000	$175,500	$204,000	$249,000	$303,000	$357,000	$411,000	$499,500	$598,500	$702,000	$805,500
Total Labour Cost	$54,000				$243,000				$651,000				$1,320,000				$2,605,500			
Cost of Pay as you go / quarter	$113	$450	$900	$1,463	$2,588	$4,275	$6,525	$9,338	$12,713	$16,650	$21,150	$26,213	$31,838	$38,588	$46,463	$55,463	$65,588	$77,963	$92,588	$109,463
Cost of Pay as you go / year	$2,925				$22,725				$76,725				$172,350				$345,600			
Infrastructure Cost (Server)	$2,400				$4,800				$12,000				$24,000				$48,000			
Dropped Customers (10%)	$1,080				$24,840				$122,040				$305,640				$629,640			
Total Cost	$60,405				$295,365				$861,765				$1,821,990				$3,628,740			
Total Profit before Tax	$14,215				$271,975				$1,019,175				$2,372,450				$4,765,500			
Profit Margin before Tax	19.05%				47.94%				54.18%				56.56%				56.77%			

Our Customers

All businesses that have customer support and use Chatbots to reply to their customers

Insurance Companies
Answering claim details and the insurance policy terms and elaborating on the different between different insurance plans

Hotels
Answering the customers about the available rooms and bookings and performing the booking for them

Traveling Agencies
Explain the different traveling packages available and help in booking, payment and managing bookings

Airlines Companies
Help customers to book flights, manage their old bookings and provide all the details about pricing and times

Restaurants
Explain the menu options for customers, conduct booking for them, and elaborate about the meals and the pricing

Event Organizers
Understand every new event details and answer customers about dates, time, location, agenda, speakers and more about the events details

University Admission
Promote the university programs to new customers, explain each degree's specifications and help customers choose the right degree for them

E-commerce
Help customers search for the right product for them, compare products and explain the specifications of a product

Banks
Answer all the customer inquiries about the banks' policies, procedures to be done to conduct a certain transaction and send them the necessary forms

AND MORE…

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E-commerce Template

Welcome Message:
"Welcome to our Cosmetic Shop! I'm here to assist you with any questions or recommendations you may need. How can I help you today?"

Category Inquiry:
To help you find the perfect cosmetic products, please let me know which category you're interested in. We offer a wide range, including skincare, makeup, haircare, and fragrances."

Product Recommendation:
"Based on your preferences, I recommend trying our [product name]. It's a popular choice among customers who are looking for [specific benefit or feature]. Would you like to learn more about it?"

Special Offers and Promotions:
"We have some exciting promotions available today! Would you like to hear about our current offers, such as discounts, gift sets, or limited-time deals?"

Shade Matching Assistance:
"If you're looking for makeup products and need help with shade matching, I can assist you with that. Just let me know your skin tone, and I'll recommend suitable options."

Product Availability:
"I can check the availability of any specific product you're interested in. Please provide me with the name or SKU, and I'll verify its availability in our store."

Order Assistance:
"If you need assistance with an existing order, such as tracking information or any other inquiries, feel free to ask. I'm here to ensure a smooth shopping experience for you."

Return and Exchange Policy:
"We have a customer-friendly return and exchange policy in place. If you're not satisfied with a product or need to initiate a return, please let me know, and I'll guide you through the process."

Closing Message:
"Thank you for visiting our Cosmetic Shop! If you have any more questions in the future, don't hesitate to contact us. Have a wonderful day, and enjoy your beauty shopping experience!"

People Behind EasyFastAI

Sherif Abouelmagd

AI & LLMs Engineer in HealthCare and TeleHealth
Kuala Lumpur, Malaysia

Software Engineering from UTM Malaysia
Design, built and deployed 2 AI products
Work in multiple full stack projects.
5 years experience in software dev.
Skilled in robotics, AI and Full-stack dev.
Represented Malaysia internationally in Robotics for 2 years in a row.

Omar Abouelmagd

AI Engineering, Business & Robotics
Penang, Malaysia

Master of Business Administration
Background in Mechatronics Engineering, ML from Oxford
2 Publications in IOT & Robotics
2 Intellectual Properties IPs
2 years of experience in AI and Robotics
Skilled in programming, problem solving

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