



AI-DRIVEN CUSTOMER SUPPORT ASSISTANT FOR E- COMMERCE

Team: ibmunity

SERVONIX

Servonix is an AI-powered assistant designed to simplify order management for online businesses. The project demonstrates a streamlined system that enhances efficiency and user experience. It provides smart automation to handle tasks seamlessly and improve productivity. Servonix is adaptable to meet the needs of various e-commerce platforms.



MEET THE TEAM



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PROBLEMS



➤ CUSTOMER INQUIRIES

E-commerce platforms receive a large number of customer questions daily.

➤ PRODUCT INFORMATION

Customers need detailed information on products before purchasing.

➤ HANDLING RETURNS AND REFUNDS

Managing return and refund requests can be complex and time-intensive.

➤ COSTS

Manually managing inquiries requires a significant investment in time and resources

➤ SCALABILITY

Limited resources make it difficult for smaller businesses to maintain high-quality customer support.

PROPOSED SOLUTION

AUTOMATED RESPONSES

Use IBM watsonx Assistant to instantly handle common customer questions about order tracking, product availability, and store policies, reducing wait times and improving customer satisfaction.

PERSONALIZED RECOMMENDATIONS

Integrate Python algorithms to analyze customer preferences and browsing history, providing tailored product recommendations to enhance the shopping experience.

SEAMLESS POST- PURCHASE SUPPORT

Employ HTML and CSS to create an interactive, user-friendly interface for managing returns, refunds, and product issues, giving customers a smooth, accessible support experience.

FEATURES

➤ ORDER MANAGEMENT

Enable real-time order tracking and status updates by integrating with e-commerce APIs to provide instant order details.

➤ PRODUCT ASSISTANCE AND RECOMMENDATIONS

Respond to product inquiries and suggest personalized recommendations based on user preferences / purchase history

➤ RETURNS AND REFUNDS

Automate the initial return and refund steps, easing the process for customers and reducing the support team's workload.

➤ GLOBAL 24/7 SUPPORT

Offer continuous assistance in multiple languages, supporting customers across time zones.

MARKET OPPORTUNITY

E-commerce Growth: \$8.1 trillion by 2027; increasing demand for cost-effective, scalable customer support solutions.

Key Features: API-driven chatbot for seamless integration, automation of order tracking, returns, and personalization based on user data.

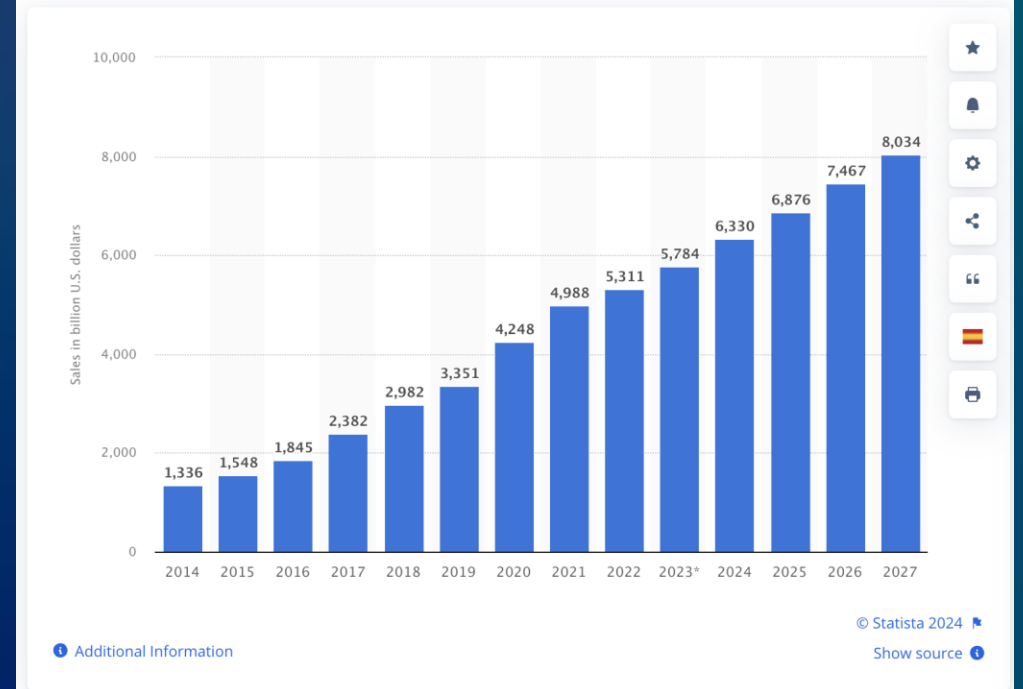
Target Segments:

- **SMBs:** Affordable automation for repetitive queries.
- **Enterprises:** Scalable, multilingual AI for global operations.
- **Marketplaces:** Enhanced 24/7 customer experience.

Revenue Model: Subscription-based tiers and pay-per-use options.

Differentiators: Platform-agnostic API integration, post-purchase focus (tracking, returns, feedback), and real-time dynamic support.

Retail e-commerce sales worldwide from 2014 to 2027
(in billion U.S. dollars)



COMPETITIVE ANALYSIS

- Servonix excels in streamlining order management with a platform-agnostic, automated solution that adapts to any e-commerce platform, boosting efficiency and customer satisfaction.

Competitive Analysis for Servonix				
Feature	Servonix (Our Solution)	Zendesk Chat	Tidio	Gorgias
API Integration	✔ Seamless, platform-agnostic	⚠ Limited to Zendesk ecosystem	⚠ Basic integrations with Shopify	⚠ Strong Shopify focus, limited for others
Personalization	✔ Dynamic, user-specific	⚠ Predefined scripts	⚠ Limited customization	✔ Product-specific responses but not user-centric
Multilingual Support	✔ IBM watsonx-driven	✘ Limited language packs	✔ Supports multilingual chat	⚠ Multilingual available but not native
Cost Efficiency	✔ Flexible pricing tiers	✘ High cost for advanced features	✔ Affordable for SMBs	✘ Expensive for larger volumes
Post-Purchase Focus	✔ Returns, refunds, tracking	⚠ Basic tracking only	✘ No built-in return management	⚠ Return management but no advanced tracking
Target Market	SMBs, Enterprises, Marketplaces	Enterprises only	SMBs primarily	Shopify-centric SMBs

REVENUE MODEL

•1. Subscription-Based Plans

•Basic Plan:

- \$60/month
- Includes 5,000 API calls, standard chatbot features.
- Ideal for small businesses.

•Pro Plan:

- \$200/month
- Includes 20,000 API calls, advanced analytics, multilingual support, and dynamic personalization.

•Enterprise Plan:

- Custom pricing
- Unlimited API calls, custom integrations, and dedicated support.

2. Pay-Per-Use Model

- Designed for smaller businesses with fluctuating support needs.
- Example: \$0.01 per API call for up to 10,000 calls/month.

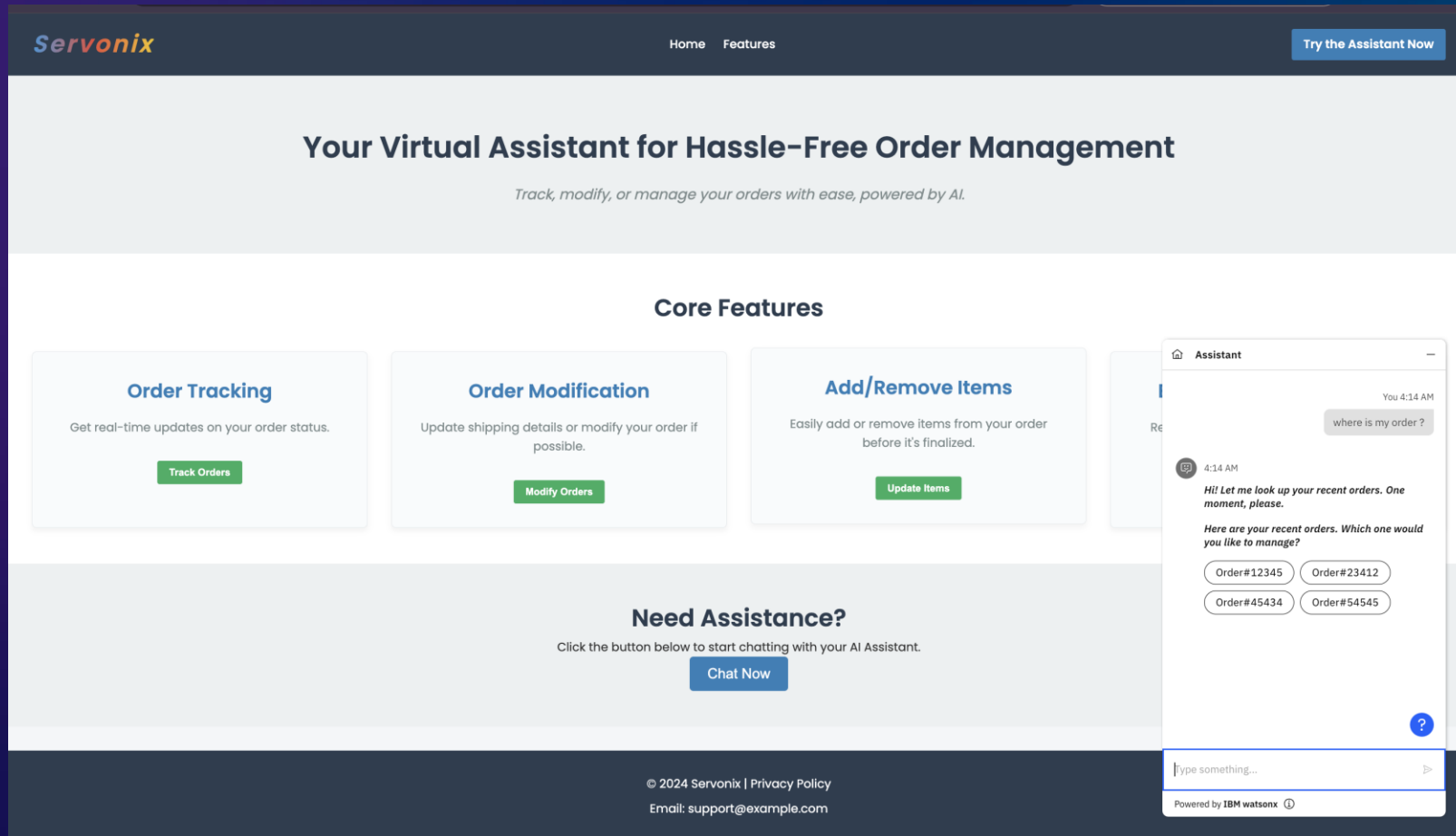
3. Upsell Opportunities

- Add-ons like:
 - Advanced AI training for business-specific needs (\$899/setup).
 - Dashboard analytics subscription (\$29/month).

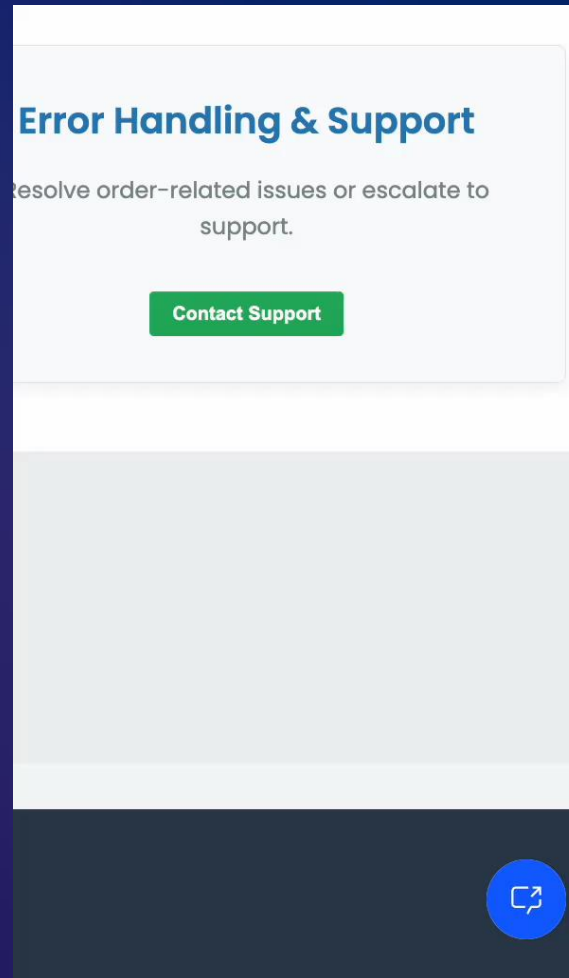
Key Advantages

- Scalable for businesses of all sizes.
- Affordable entry point for SMBs, high customization for enterprises.

DEMO



CHATBOT LIVE



FUTURE PROSPECT

Servonix envisions becoming a universal AI assistant, seamlessly integrating across industries to enhance productivity and customer experiences. Its adaptive capabilities aim to address diverse challenges in dynamic markets. With continuous innovation, Servonix aspires to set new standards in intelligent automation.



COMPANY OVERVIEW



BACKEND

- Use IBM watsonx Assistant to manage conversational flows for FAQs, product inquiries, and order-related questions.
- Integrate APIs from the e-commerce platform to retrieve order status and product details

FRONTEND

Create a sleek, interactive frontend with HTML, CSS and JavaScript where customers can interact with the assistant.

TECHNICAL IMPLEMENTATION

DATA INTEGRATION

CONNECT TO THE E-COMMERCE PLATFORM'S DATABASES FOR ORDER AND PRODUCT INFORMATION.

DEPLOYMENT

Host on IBM Cloud and make use of the provided credits to ensure the app is ready to handle real customer queries.

REAL-LIFE IMPACT

Enhanced Customer Experience: Provide quick, accurate responses, increasing customer satisfaction

Operational Efficiency: Automate routine tasks and free up customer support agents for more complex issues.

Sales Growth: Use recommendations and promotions to increase sales.

Scalability: Scale to meet high traffic during peak shopping periods, such as holidays.



SUMMARY

The AI-Driven Customer Support Assistant uses IBM watsonx, Python, and HTML to automate e-commerce support, managing order tracking, product inquiries, and returns. With real-time updates, personalized recommendations, and 24/7 multilingual support, it boosts customer satisfaction and efficiency.



THANKS