

WELCOME TO THE COURSE

AI *in* COMMERCE

Smart Technology. Smarter Business.
Stronger Future.

ING



SALES



ANALYTICS

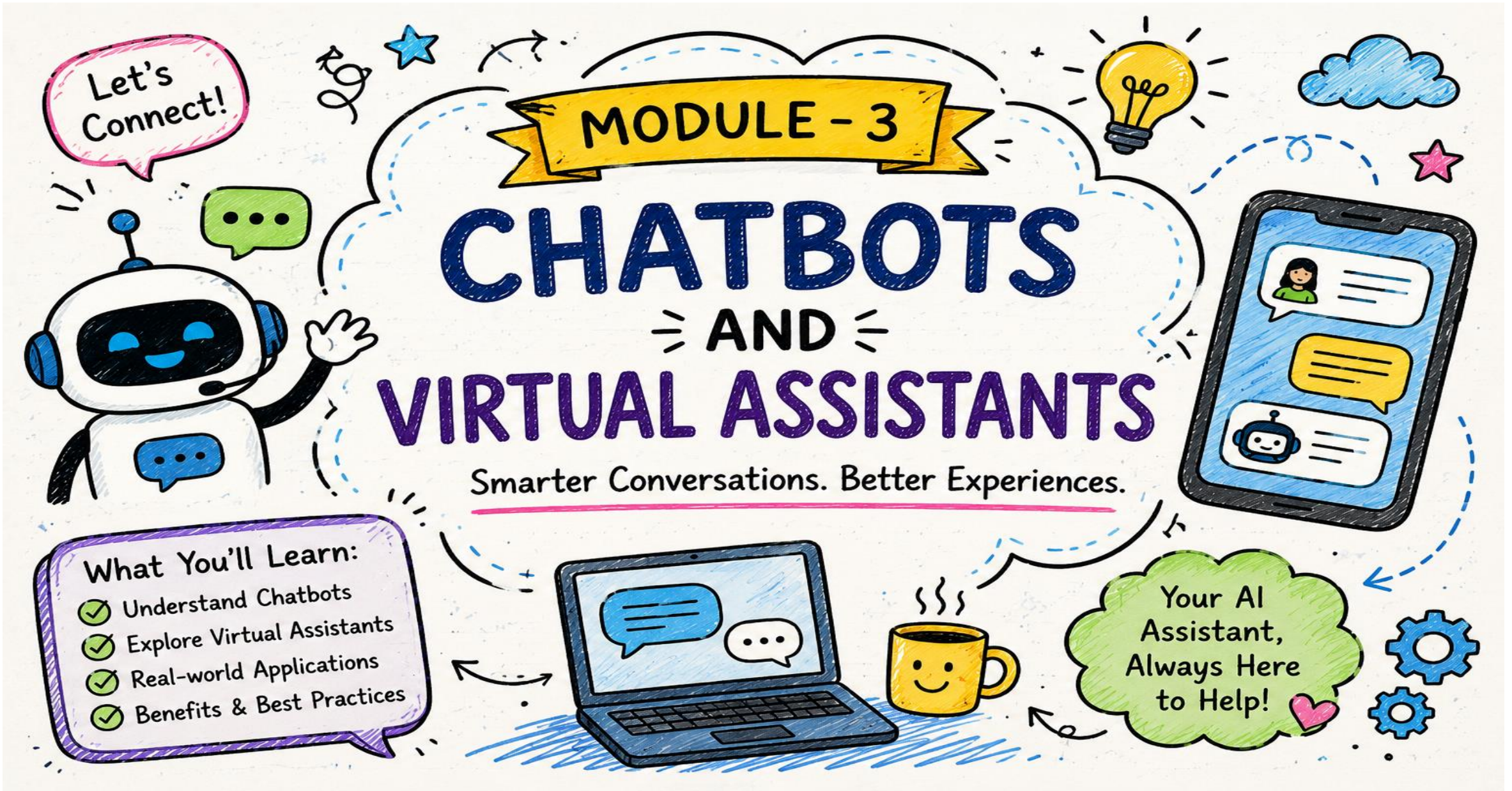


DECISIONS

Apply. Lead.

Let's explore
how AI is
transforming
the world of
commerce!





MODULE - 3

CHATBOTS

Let's Chat!

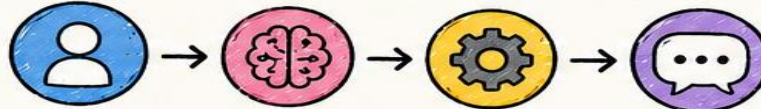
“ Chatbots are intelligent programs that simulate human conversations and help users by responding to their questions or requests. ”

WHAT IS A CHATBOT?



A chatbot is a computer program designed to understand, process and respond to user messages through text or voice.

HOW CHATBOTS WORK



1. User Input
User sends a message or asks a question.

2. Understand
Chatbot uses NLP (Natural Language Processing) to understand.

3. Process
It processes the information and finds the best possible answer.

4. Response
Chatbot replies instantly with useful information or actions.

TYPES OF CHATBOTS



RULE-BASED CHATBOTS
Follow predefined rules and decision trees.



AI-POWERED CHATBOTS
Use machine learning and NLP to understand context and learn from conversations.

KEY FEATURES

- ✓ Understand user queries
- ✓ Provide instant responses
- ✓ Available 24/7
- ✓ Handle multiple conversations
- ✓ Learn and improve over time
- ✓ Integrate with websites, apps and social media



BENEFITS OF CHATBOTS



24/7 Availability
Always ready to help.



Cost Effective
Reduces operational costs.



Better User Experience
Provides fast and accurate responses.



Increased Efficiency
Automates repetitive tasks and saves time.



Higher Customer Satisfaction
Happy users, stronger loyalty.

REAL-WORLD EXAMPLES



E-commerce: Order tracking, product recommendations, returns support



Banking: Balance inquiry, transaction alerts, account support



Travel: Booking assistance, itinerary updates, FAQ support



Healthcare: Appointment booking, medication reminders, health tips

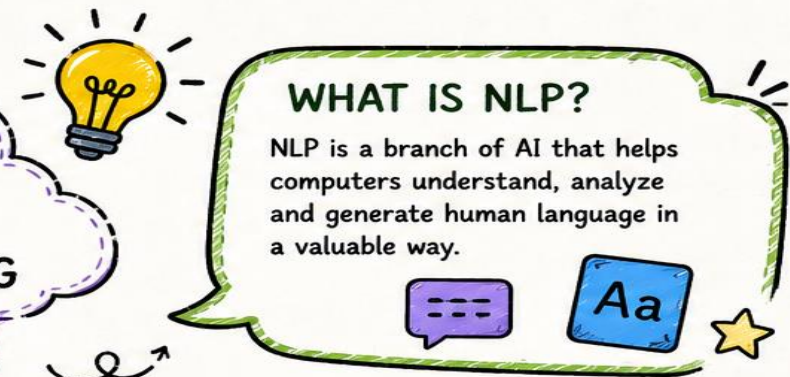
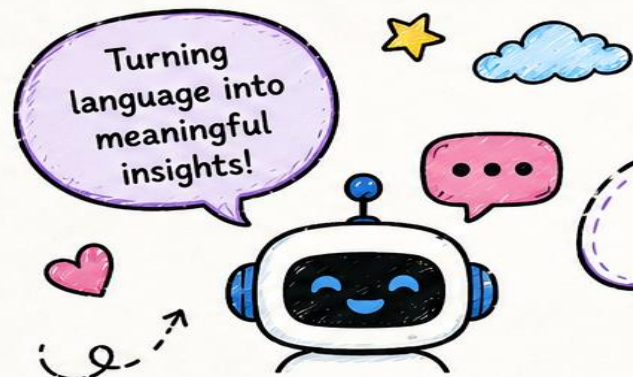
KEY TAKEAWAY: Chatbots make conversations smarter, faster and more convenient for users and businesses!

MODULE - 3

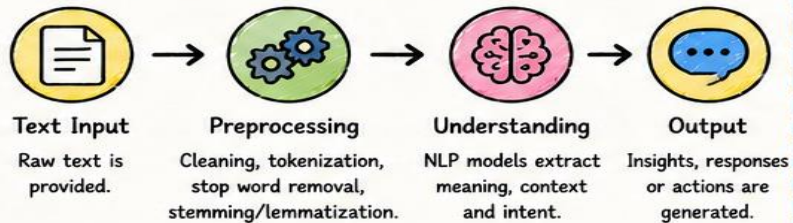
NLP

NATURAL LANGUAGE PROCESSING

Enabling computers to understand, interpret and generate human language.



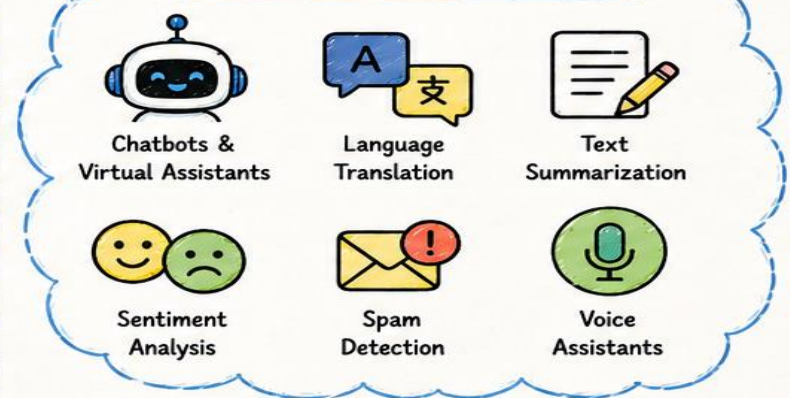
HOW NLP WORKS



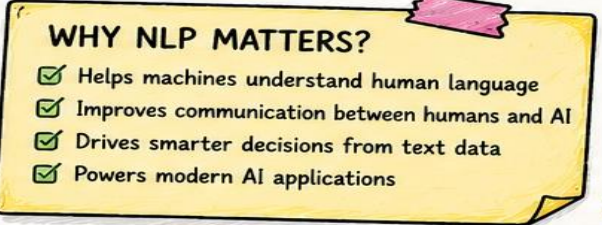
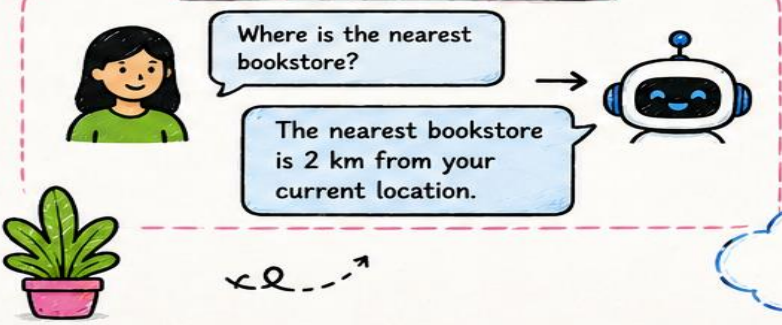
KEY NLP TASKS

- Text Classification**
Categorizing text into predefined labels.
- Sentiment Analysis**
Detecting emotions and opinions in text.
- Named Entity Recognition (NER)**
Identifying names, places, organizations, dates, etc.
- Machine Translation**
Converting text from one language to another.
- Text Summarization**
Creating short summaries of long texts.

APPLICATIONS OF NLP



EXAMPLE IN ACTION



MODULE - 3

CUSTOMER SUPPORT

Smarter Support. Happier Customers. ❤️

Happy Customers,
Stronger Business!



WHAT IS CUSTOMER SUPPORT?



Customer support is the help and assistance provided to customers before, during and after they use a product or service.

KEY GOALS

- ✓ Resolve issues quickly
- ✓ Answer questions clearly
- ✓ Provide a great experience
- ✓ Build trust and loyalty
- ✓ Turn customers into advocates



CHANNELS OF SUPPORT



Live Chat



Email



Phone



Social Media



Help Center/
FAQ

HOW AI & CHATBOTS HELP

- ✓ 24/7 availability – anytime, anywhere
- ✓ Instant responses to common questions
- ✓ Handle multiple queries simultaneously
- ✓ Escalate complex issues to human agents
- ✓ Save time and reduce support costs



BENEFITS



24/7
Support



Faster
Resolution



Higher
Satisfaction



Better
Retention



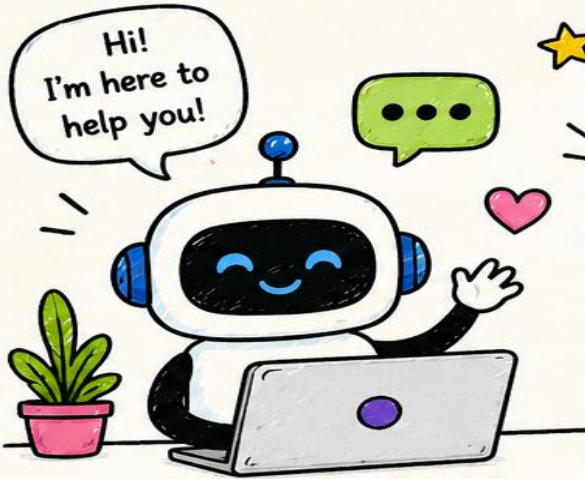
Lower
Costs

BEST PRACTICES

- ✓ Listen to understand
- ✓ Be clear, polite and empathetic
- ✓ Respond quickly and accurately
- ✓ Personalize the conversation
- ✓ Follow up and improve



Great customer support is not just about solving problems, it's about creating **positive experiences!**



MODULE - 3

VIRTUAL ASSISTANTS

Your Smart Digital Companion! ❤️

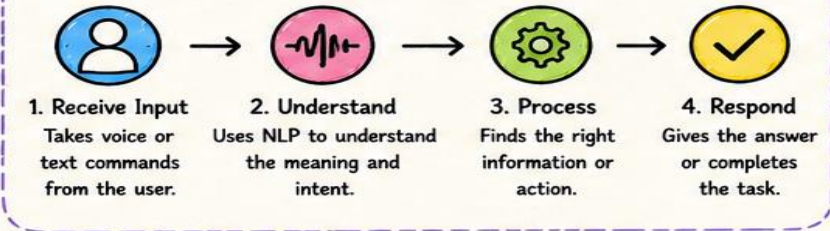


WHAT IS A VIRTUAL ASSISTANT?

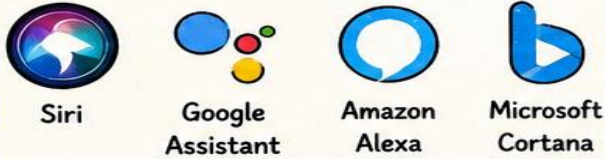
A virtual assistant is an AI-powered software that can understand voice or text commands and perform tasks, answer questions and make life easier.



HOW VIRTUAL ASSISTANTS WORK



EXAMPLES



KEY FEATURES

- ✓ Voice and text interaction
- ✓ Understands natural language
- ✓ Answers questions
- ✓ Reminds and alerts
- ✓ Performs tasks automatically
- ✓ Learns and improves over time



COMMON TASKS



BENEFITS

- ✓ Saves time and effort
- ✓ Provides quick and accurate answers
- ✓ Works 24/7
- ✓ Improves productivity
- ✓ Personalized assistance
- ✓ Hands-free convenience

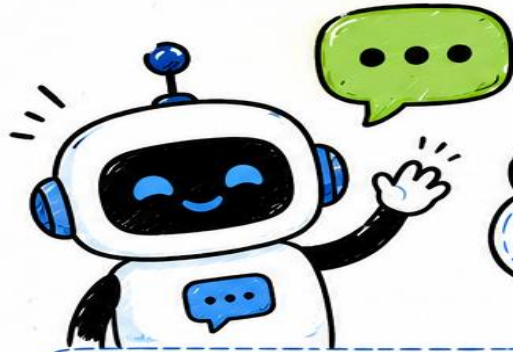


REAL-WORLD APPLICATIONS

- 🛒 E-commerce: Product search, order tracking
- ✈️ Travel: Book tickets, check status
- 🏦 Banking: Balance check, transactions
- 🏥 Healthcare: Appointments, health tips
- 📖 Education: Doubt solving, learning support

KEY TAKEAWAY: Virtual Assistants make our daily tasks simpler, faster and smarter by combining AI, voice and intelligence! ❤️





MODULE - 3

KEY TAKEAWAYS

Chatbots and Virtual Assistants

24/7 Support

Here to Help! ❤️



1 UNDERSTAND THE BASICS



Chatbots are AI programs that simulate human conversations and help users with quick and accurate responses. ❤️

2 POWERED BY NLP



Natural Language Processing (NLP) enables chatbots and virtual assistants to understand, interpret and generate human language effectively.

3 ENHANCE CUSTOMER SUPPORT



They provide instant assistance, resolve queries, handle multiple conversations and improve overall customer satisfaction. ⭐

4 SMART AND EFFICIENT



Virtual assistants automate tasks, set reminders, manage schedules and perform everyday activities, making our work easier and faster.

5 DELIVER REAL BENEFITS



They save time and costs, increase productivity, provide 24/7 support and deliver personalized, seamless user experiences. ❤️

6 WIDELY USED EVERYDAY



From smartphones to smart homes and business platforms, chatbots and virtual assistants are transforming the way we live, learn and work.



Chatbots and Virtual Assistants are not just tools, they are our **smart** digital companions that make life **simpler**, **support** customers better and drive business **success!** ❤️



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