

Feature	Description	Benefits	Examples in India	Tools/Technologies	
Automated Responses	Instant replies to customer queries	Improves response time	Flipkart's customer support chatbot	Natural Language Processing (NLP), AI	
24/7 Availability	Constant availability for customer support	Provides continuous service	HDFC Bank's AI-powered chatbot	AI, Cloud computing	
Multilingual Support	Support in multiple languages	Increases accessibility	Zomato's chatbot for restaurant queries	Language models, NLP	
Personalized Assistance	Tailored responses based on user history	Enhances customer experience	Airtel's chatbot for service requests	Machine Learning, Data Analytics	
Automated Ticketing	Automatically generating tickets	Streamlines issue resolution	Indigo's chatbot for flight bookings	AI, CRM integration	
AI-based Recommendations	Suggests solutions based on user needs	Improves sales and engagement	Myntra's chatbot for product suggestions	AI, Machine Learning	
Customer Feedback Collection	Chatbot collects user feedback	Improves service quality	Swiggy collects feedback through chat	AI, Data Analytics	
Cost Reduction	Reduces the need for human agents	Cuts operational costs	Amazon India's AI-powered support	AI, Cloud computing	
Scalability	Able to handle large volumes of queries	Handles spikes in demand	ICICI Bank's chatbot for banking queries	Cloud computing, AI	
Data Insights & Analytics	Collects and analyzes user data	Improves decision-making	Jabong uses chatbot for sales and analytics	Data Analytics, AI	