Genesys Daksh Hackathon

Team name: The A-Team

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Abstract

Currently, the E-commerce market in India is expanding in a rapid pace. Indian E-commerce market is worth about a whopping USD 40 billion in 2020. But, majority of users who want to buy a product find it time-consuming to search through many FAQ's to get a proper response for their query. More than 80% of the queries are monotonous and repeated. Also not everyone read FAQ's. So even though there is plenty of information available on the website, many people call contact center support to get the answer to the already answered queries. This increases operational cost and degrades customer experience.

On the other hand, according to a Business Insider report, consumers have been mostly using these messaging apps - Facebook Messenger, WhatsApp, WeChat and Telegram, with over 2 billion monthly users worldwide. Everyone is familiar with these platforms.

We aim to link popular messaging platforms (which the consumer is familiar and uses it in daily basis) with e-commerce services by developing an AI chatbot using Genesys APIs in backend. This enhances their shopping experience by instantly answering their queries and also do basic tasks like registering a complaint, changing delivery address, tracking order, etc. We do this by adding FAQ's to the knowledge base and training it. If the query which the consumer ask is not in the knowledge base, then we register that query and redirect them to the customer support.

Sample Use-cases:

Use-case 1:

Bot: What would you like to do?

Options: 1.Product related Query 2. Order-related 3. Complaint 4. Feedback

(Customer chose query)

Customer: I have a question on samsung galaxy s10.

(Bot will use NER Service to identify the device name.)

Bot: Ok ask any question on `Samsung Galaxy S10`.

Customer: Does it support dual sim?

Bot: Yes, Samsung Galaxy S10 has dual sim support.

(Bot will use Knowledge service to get the answer)

Use-case 2:

Bot: What would you like to do?

Options: 1. Query 2. Order-related 3. Complaint 4. Feedback

(Customer chose Order-related)

Customer: I want to change my delivery address

Bot: Please enter new address.

(Customer enters address)

Bot: Address updated successfully. (Bot uses NER service to identify address)

Tech Stack:

We plan to use the following:

Platforms: Facebook Messenger for front-end, Chatfuel for AI Chatbot

APIs: Knowledge Base API, Named Entity Resolver (NER) Service API and JSON API from chatfuel (for connecting front-end with Genesys APIs).

Languages: Javascript – Node.js

Basic Description of the proposed idea:

We create a knowledge base and populate it with FAQ's by sending the POST/PUT requests using Javascript. Then we train the model with the added FAQ's. Now, it can be searched to answer customer's queries. Then we create a facebook developer account and a facebook page for our chatbot.

A chatfuel account is created and is linked with the facebook account. Using this, we can create a chatbot in the facebook messenger platform.

We then communicate between knowledge base API, NER service API and chatfuel using JSON API.

(The same idea can be extended to any of the messaging apps like Whatsapp or telegram)

We hope by developing this software as a service, it will provide a seamless experience to the user and will make the e-commerce experience more personal and consistent across devices to users. As for the business end, it will be easier to deliver their products, blog posts or advertise a new product.