

## PHOENIX AI: Milestone Slide Deck Presentation

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**Slide 1: Title Slide - Title:** PHOENIX AI: Reimagining Customer Support - **Subtitle:** ALX Professional Foundations | Milestone Presentation - **Team Name:** Team Phoenix - **Team Members:** David Bakari, Dominic Amuah, William Acquah, Mavis Doe Fiave, Diyaka Barbara - **Date:** June 2025

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**Slide 2: Problem Statement** - Our company has been struggling to deliver timely and efficient customer support. - Over 1,200 queries were left unresolved beyond 24 hours in the last quarter. - Customer satisfaction dropped from 89% to 78%; negative Trustpilot reviews increased by 15%. - A 12-member team without leadership is overwhelmed, affecting 2,000+ customers per quarter. - Risk: Missing our goal of 10,000 new paying users by end of 2025.

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**Slide 3: Root Causes** - Overburdened support agents - Lack of team leadership or escalation system - Manual and inconsistent ticket handling - Generic, slow responses to urgent issues - Declining customer trust and loyalty

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**Slide 4: User Persona Name:** Ama Boateng  
**Age:** 26 | **Occupation:** Junior Support Agent  
**Location:** Accra, Ghana  
**Pain Points:** Backlog, no leadership, poor systems  
**Needs:** Efficient ticket handling, real-time tracking, support to grow professionally

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**Slide 5: User Needs & Pain Points User Needs:** 1. Fast, reliable responses 2. Escalation path with human intervention 3. Personalized, empathetic service 4. Real-time ticket status tracking 5. Continuous availability 6. Trust in consistent resolution

**User Pain Points:** 1. 24+ hour delays in resolution 2. Loss of trust in brand 3. No team accountability 4. Generic replies 5. No ticket progress updates 6. Inconsistent service experience

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**Slide 6: Solution Overview – PHOENIX AI** - AI-Powered Auto-Reply Chatbot - In-App FAQ System - Smart Ticket Prioritization Engine - Seamless escalation to human agents - Tech stack: NLP, Sentiment Analysis, UI Integration

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**Slide 7: Key Feature Enhancements** 1. Human-like chatbot behavior (avatars, tone, animations) 2. Revamped UI with engaging visuals 3. Multi-language and dialect support 4. Live FAQ within chatbot interface 5. Sentiment detection for ticket escalation

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**Slide 8: Ethical Concerns & Mitigation** - **Concern:** Data privacy and storage - **Mitigation:** Opt-in consent, encryption, data deletion - **Concern:** Biased ticket prioritization - **Mitigation:** Sentiment model audits and user testing - **Concern:** No human escalation - **Mitigation:** Human backup built into system

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**Slide 9: Constraints & Strategies** - **Constraint:** Internet dependency - **Strategy:** Lightweight design, offline FAQ - **Constraint:** Integration with backend systems - **Strategy:** Modular APIs - **Constraint:** NLP and content maintenance - **Strategy:** Continuous training & updates

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**Slide 10: 3-Month KPIs** 1. **30% increase** in tickets resolved within 24 hours 2. **90% CSAT** score from post-support surveys 3. **25% reduction** in incoming support tickets via self-service

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**Slide 11: Wireframes/Prototype** - **View Wireframes:** [Google Drive](#) - **Video Demo:** [YouTube](#) - (Add sample screenshots on visual slide)

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**Slide 12: Reflection & Team Collaboration** - Effective communication and task ownership - Used affinity mapping and personas - Balanced multiple roles and user input - Learned value of iteration and testing

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**Slide 13: What's Next?** - Integrate sentiment analysis - Launch user testing phase - Strengthen multilingual capabilities - Prepare for backend integrations and beta

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**Slide 14: Thank You** - Questions? Feedback? - Presented by Team Phoenix – June 2025