

# AI-Powered SMS Customer Support Agent

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Riipen FuturePath Fall 2025 / Winter 2026 Cohort

[Applications open](#)

Details

Resources



STUDENT

Students located anywhere

Students with intermediate-level skills



PAYMENT

60 hrs. x C\$23.34 per hour

C\$1,400.40 Company pays 50%, program pays 50%

15 hrs. per invoice

Minimum payable: 4 hrs.

4 Conditions for payment [View](#)



## Project scope

### CATEGORIES

Artificial intelligence Communications Information technology Machine learning Software development

### SKILLS

[sales process](#) [ai agents](#) [natural language processing \(nlp\)](#) [sales prospecting](#) [business metrics](#) [performance metric](#) [algorithms](#) [communication](#) [customer support](#)  
[machine learning](#)

### DETAILS

Butter Web Design aims to activate its sales process by developing an AI-powered SMS agent. The project involves creating a smart, automated system that can handle inbound leads through website quote form submission, providing quick and accurate responses by SMS. The agent will also be able to provide a link to Ryan's calendar in order for the prospect to book a 30 minute discovery call.

The goal is to improve lead conversions by reducing response times during the early sales process. Learners will apply their knowledge of natural language processing (NLP) and machine learning to design and implement this AI agent (or help implement an off-the-shelf solution).

The project will focus on integrating the AI with existing SMS platforms, ensuring seamless communication. Key tasks include training the AI model with relevant data, testing its performance, and refining its capabilities based on feedback.

### DELIVERABLES

The deliverables for this project include a functional AI SMS agent capable of engaging with prospects in a natural way. The successful candidate will provide a comprehensive report detailing the development process, including the AI model's training data, algorithms used, and performance metrics. Additionally, a user guide for integrating and operating the AI agent within Butter Web Design's existing systems will be provided, so that similar agents can be deployed across Butter Web Design's existing client websites.

#### MENTORSHIP

##### Domain expertise and knowledge

Providing specialized knowledge in the project subject area, with industry context.

##### Skills training or mentorship

Sharing knowledge in specific technical skills, techniques, methodologies required for the project.

##### Hands-on support

Direct involvement in project tasks, offering guidance, and demonstrating techniques.

##### Tools and/or resources

Providing access to necessary tools, software, and resources required for project completion.

##### Regular meetings

Scheduled check-ins to discuss progress, address challenges, and provide feedback.

## About the company

### Company

<https://butterwebdesign.com/>

Stella, Ontario, Canada

2 - 10 employees

Construction, engineering & trades, Government, Hospital, health, wellness & medical, Insurance

Building websites for small to medium sized businesses, looking to expand and diversify service offering to include SaaS AI productivity and agent deployment (and ongoing upkeep), AI audits, AI Consulting etc.