Conversational AI Backend Service Implementation

Backend Server Code (Node.js + Express)

```javascript
// File: backend/server.js

const express = require("express");
const cors = require("cors");
const bodyParser = require("body-parser");

const app = express();
const PORT = 3000;

app.use(cors());
app.use(bodyParser.json());

// Mock logic for AI response
function getAIResponse(userMessage) {
    if (userMessage.toLowerCase().includes("order")) {
        return "Can you please provide your order ID?";
    } else if (userMessage.toLowerCase().includes("refund")) {
        return "Our refund process takes 5-7 business days.";
                    } else if (userMessage.toLowerCase().includes("hi")    ||
userMessage.toLowerCase().includes("hello")) {
        return "Hello! How can I assist you today?";
    } else {
        return "I'm here to help with your orders, refunds, and product inquiries.";
    }
}

// POST /chat endpoint
app.post("/chat", (req, res) => {
    const userMessage = req.body.message;
    const aiResponse = getAIResponse(userMessage);
    res.json({ reply: aiResponse });
});

// Start server
app.listen(PORT, () => {
    console.log(`Server is running on http://localhost:${PORT}`);
});
```