amazon

Theme : Personalized Payment Experiences and Financial Management\

Problem Statement

Handling customer payment queries

Tracking customer spending and maintain budget

Optimal payment method recommendations

Scope of Innovation

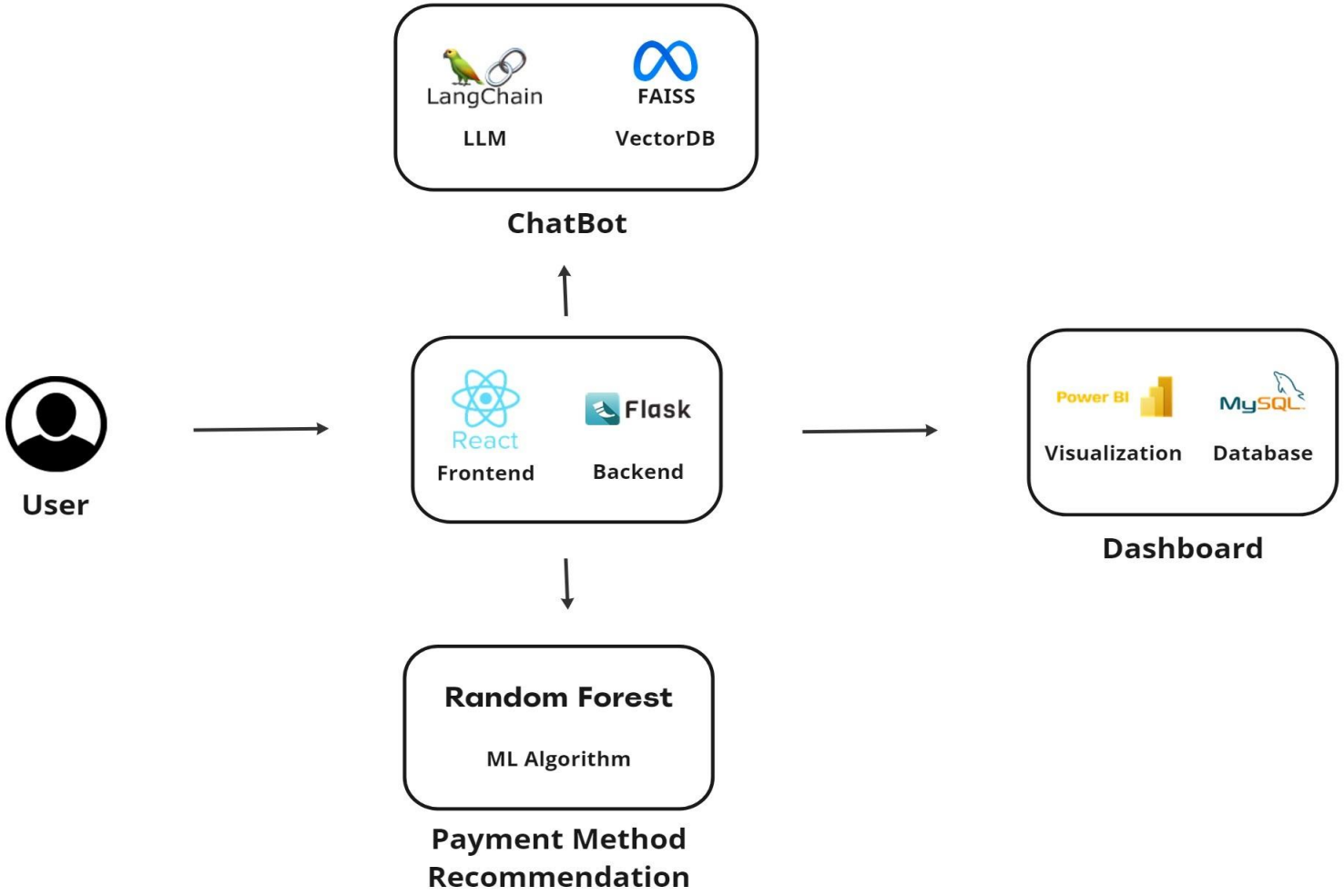
24/7 accessible AI powered chatbot "Ava" to handle payment queries.

Dashboard to track customer spendings and savings.

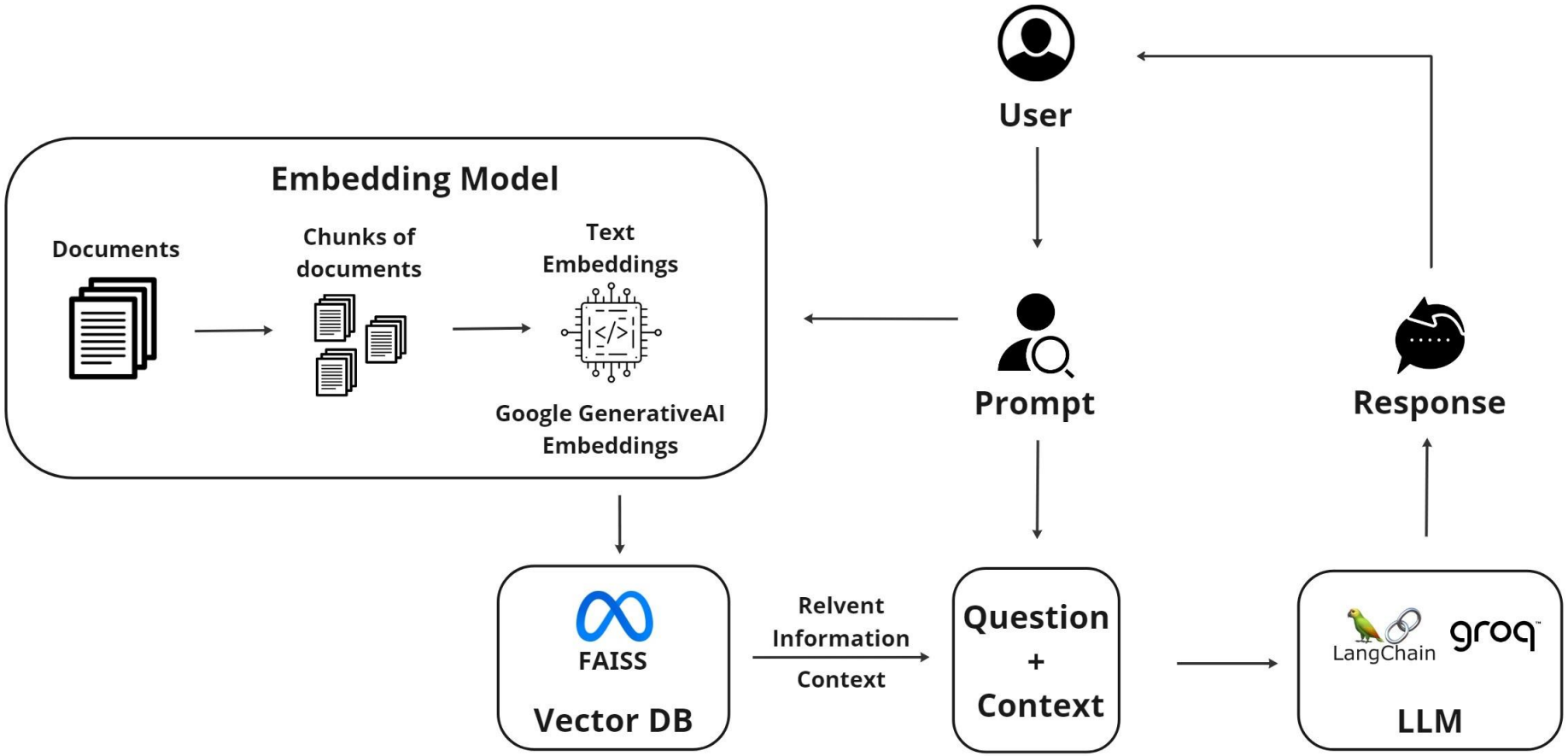
Notifying customer about their budget.

Best payment method recommendation.

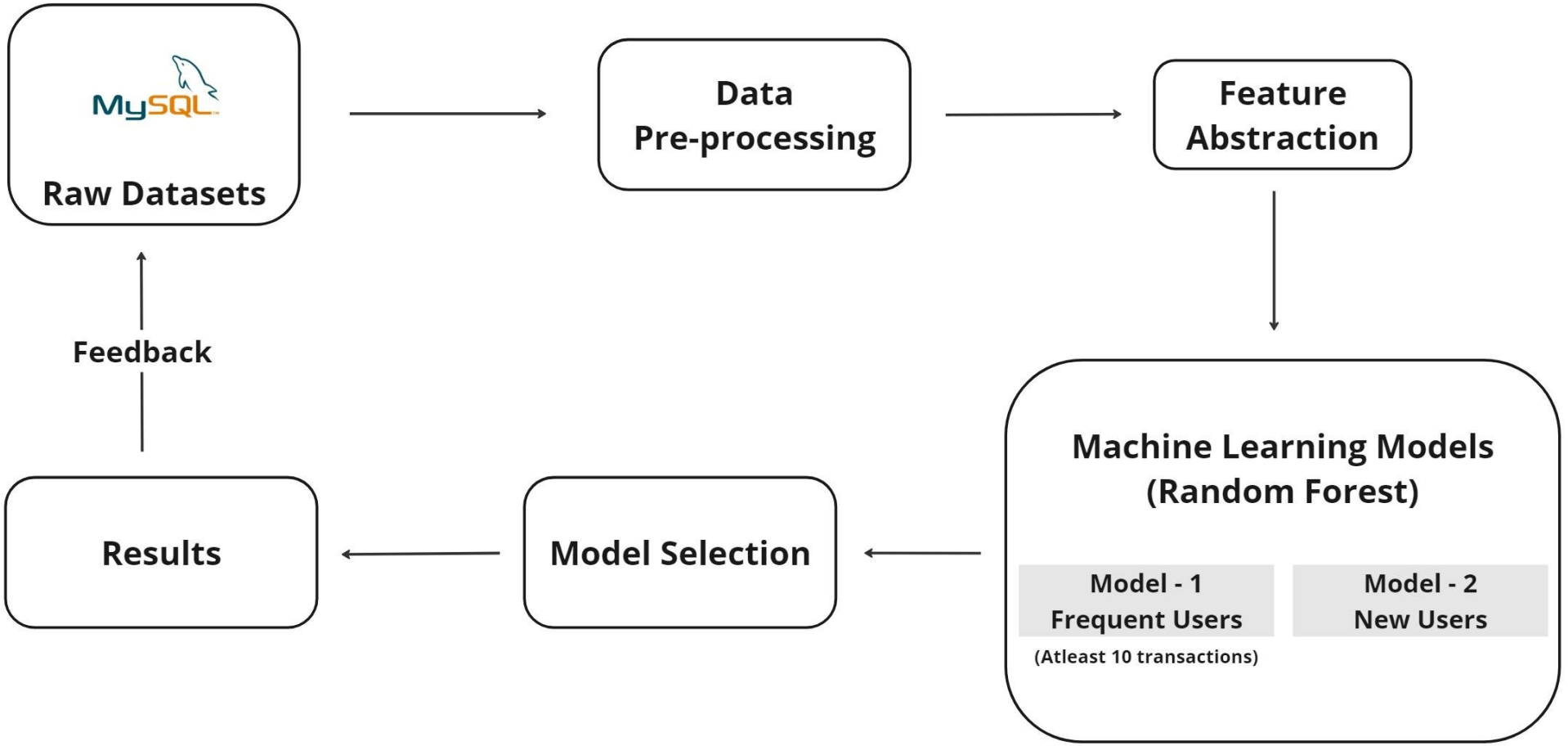
Architecture



Architecture of ChatBot



Architecture of Payment Method Recommendation



Who is our Customer?

Customers

Primary

- Regular Consumers
- Value Shoppers
- Amazon Merchants

Secondary

- Millenials and GenZ
- Time Constraint Individuals
- Budget Constraint Individuals

Overall Impact

Customer

- Empowering Financial Control
- Streamlined Payment Experience
- Increased Confidence and Trust
- Maximized Savings

Company

- Reduced Operational Costs
- Reduced Payment Failures
- Improved Customer Satisfaction

Success Metrics

Customer-centric

- 75% reduction in TTR(Time to Resolution) for payment queries.
- 15-25% reduction in payment failures.
- 20% decrease in customer dropouts.

Company-centric

- 20-30% reduction in Customer Support Requests related to payments.
- 25% reduction in operational cost of Amazon's customer service.
- 1-3% increase in Amazon's revenue due to savings in MDR(Merchant Discount Rate).

Scope for scalability

Large Data Handling

The solution can handle increasing user loads and data volumes for training the chatbot.

Virtual Data Analyst

The dashboard can be integrated with another chatbot which can exclusively answer question regarding the dashboard.

Geographic Expansion

Train the AI to support multiple languages and adapt to regional financial regulations and payment methods.

Market Domain Expansion

Partnerships with Financial Services

Collaborating with banks, credit card companies, and fintech startups to integrate the solution into their offerings.

Data Insights as a Service

Data from dashboard helps retailers understand customer behavior and improve offerings.

E-commerce & Marketplaces

Integrating the solution with other major e-commerce platforms and online marketplaces would offer a wider customer base access to the benefits of the Chatbot.

Future Scope

Predictive Analytics: Predict spending behaviours and financial trends for improved planning.

Voice Assistants: Integrate chatbot with voice assistant for hands-free financial management.

Peer Comparisons: Enable comparison of financial habits with peers to set realistic goals.

Sustainable Payment Options: Promote digital payments for reduced environmental impact.