

## **Functional requirements for users interacting with the Automotive Chatbot on an automotive website**

### **Abstract :**

The Automotive Chatbot project aims to revolutionize the customer experience on automotive websites by providing an intelligent and interactive chatbot. The chatbot serves as a virtual assistant, assisting customers with their queries, facilitating a seamless relocation process, sending insurance renewal reminders, and enhancing customer engagement through promotions posts.

The chatbot's primary objective is to assist customers with their queries. It offers a user-friendly interface where customers can submit their questions, and utilizes advanced natural language processing techniques to understand and categorize the queries. By integrating with a knowledge base or FAQ system, the chatbot provides accurate and timely responses to common customer questions, reducing the response time and improving customer satisfaction. In addition to query assistance, the chatbot extends its support to customers who require relocation services. By providing a dedicated section or module, customers can access information and resources related to relocation. They can submit requests for relocation assistance, including specific requirements and destination details. The chatbot facilitates communication between customers and external partners or service providers, ensuring a smooth and efficient relocation process.

## **Type of User :**

### **Customer :**

- Submit Queries
- Receive response and solution
- Request Relocation assistance
- Track Relocation progress
- Receive insurance renewal remainder
- Provide Feedback

### **Features Available for Customer:**

1. Query Assistance
2. Relocation Assistance
3. Insurance Renewal Reminders
4. Customer Engagement
5. Feedback and Support

## **WorkFlow of Customer**

Landing on the website > Initiating the conversation > Greeting and Introduction > Understanding customer Intent > Gathering Customer Information > Assisting with Specific Requirements > Providing Recommendation > Handling Complex Queries > Concluding the Interaction > Escalating the Issues > Closing the Conversation.

## Features

### 1. Query Assistance:

- Provide information about vehicle models, specifications, and features.
- Assist users in finding nearby dealerships, service centers, or repair shops.
- Offer guidance on maintenance schedules, routine checks, and troubleshooting common issues.
- Answer frequently asked questions related to vehicle ownership, financing, or leasing.

### 2. Relocation Assistance:

- Provide information on vehicle registration, licensing, and insurance requirements when relocating to a new area.
- Offer guidance on transferring vehicle ownership or updating address information.
- Assist with finding local resources for vehicle-related services in the new location.

### 3. Insurance Renewal Reminders:

- Send timely reminders to users regarding upcoming insurance policy renewal dates.
- Provide information on different insurance options and coverage plans.

- Assist users in comparing insurance quotes from different providers.

#### 4. Customer Engagement:

- Initiate proactive conversations with users to offer personalized recommendations or promotions.
- Assist users in scheduling test drives, service appointments, or vehicle inspections.
- Provide updates on new vehicle models, special offers, or promotional events.
- Collect and analyze user feedback to improve customer experience.

#### 5. Feedback and Support:

- Gather feedback from users about their experiences with the chatbot and the website.
- Assist users in reporting issues or problems they encounter.
- Provide a mechanism for users to request additional help from a human representative if needed.
- Offer support for common user requests, such as order tracking, returns, or warranty claims.

## Workflow

### 1. Landing on the Website:

- The customer visits the automotive website.
- The chatbot interface is prominently displayed on the website, usually in the form of a chatbox or a widget.

### 2. Initiating the Conversation:

- The customer clicks on the chatbot interface to initiate the conversation.
- Alternatively, the chatbot may have a proactive feature that automatically initiates a conversation with the customer based on certain triggers or time spent on the website.

### 3. Greeting and Introduction:

- The chatbot welcomes the customer and provides a brief introduction or greeting message.
- It may introduce itself as an automotive chatbot designed to assist with various inquiries related to vehicles, services, and information.

### 4. Understanding Customer Intent:

- The chatbot employs natural language processing (NLP) techniques to understand the customer's inquiries or requests.

- It analyzes the customer's input and identifies the intent behind the message (e.g., booking a test drive, requesting a price quote, seeking information about a specific car model, etc.).

#### 5. Gathering Customer Information:

- The chatbot may ask for specific information to personalize the interaction and provide accurate responses.
- It can request the customer's name, location, contact details, or any other relevant information based on the nature of the inquiry.

#### 6. Assisting with Specific Requests:

- The chatbot addresses the customer's specific inquiries or requests related to automotive products, services, or information.
- It may provide information about available car models, specifications, features, pricing, financing options, etc.
- The chatbot can assist with scheduling test drives, providing dealership locations, booking service appointments, or answering FAQs.

#### 7. Providing Recommendations:

- Based on the customer's preferences, the chatbot can offer personalized recommendations for suitable car models, accessories, or services.

- It may ask the customer about their desired budget, desired features, or any other relevant criteria to provide tailored suggestions.

#### 8. Handling Complex Queries:

- If the customer's inquiry is complex or beyond the chatbot's capabilities, it can transfer the conversation to a human agent or provide alternative support options, such as phone numbers or email addresses.

#### 9. Concluding the Interaction:

- Once the customer's inquiries have been addressed, the chatbot confirms if there's anything else it can assist with.
- It thanks the customer for their interaction and offers any additional help or information if needed.

#### 10. Escalating Issues:

- If the customer faces any difficulties or has unresolved issues, the chatbot can escalate the conversation to a human agent for further assistance.

#### 11. Closing the Conversation:

- The chatbot concludes the conversation with a closing message, expressing gratitude and inviting the customer to reach out again if they have any future

## ChatBot Flow Chart





