LakLak AI Assistant — Project Scope (Business Level)

Project Goal

LakLak AI Assistant is a customer-facing virtual assistant designed to automate customer support, increase order payment completion, and improve overall customer experience within the LakLak marketplace.

The assistant should help customers quickly resolve common issues, reduce load on human support, and guide users toward successful order completion.

What the AI Should Do

- Provide **order and payment status** using order numbers (only after user verification)
- Assist customers in **finding products**, browsing categories, and suggesting **relevant alternatives**
- Remind users about **unpaid orders**, clearly explaining **payment deadlines and consequences**
- Guide customers on **pickup, delivery processes**, and **marketplace rules**
- Explain **return, refund, and exchange policies**
- Handle frequently asked questions and **redirect complex or sensitive cases to human support**
- Ask **clarifying questions** when user input is unclear

User Verification Rules

- The AI may provide **order-specific or personal information only after verification**
- Verification may include (example approaches):
    - Order number + phone number
    - Order number + last digits of customer identifier
- Without verification, the AI may provide **only general information** (rules, policies, how-to guidance)

Communication Rules

- Supported languages: **Russian and Tajik**
- Respond in the **same language** as the user
- Tone: **professional, clear, friendly, and human**
- Default responses should be **concise**, with more detail provided on request
- The AI must use **only realistic, provided, or sandboxed marketplace data**
- **No guessing, assumptions, or promises**

Supported Channels (for Hackathon Demo)

- Web chat widget
- Telegram bot
- Mobile app chat (optional or simulated)

Teams may choose one or more channels for demonstration.

Fallback & Escalation Behavior

- Clearly communicate limitations when a request cannot be handled
- Politely redirect unresolved, complex, or sensitive issues to **human support**
- Before escalation, the AI should:
  - Identify the issue category
  - Collect relevant context from the user

Example:

> “I can’t help with this request directly, but I’ll forward it to our support team with the details you provided.”

Business Value

- Reduced customer support workload
- Higher order payment completion rate
- Faster customer response times
- Improved customer satisfaction and trust
- Better insight into common customer issues and behavior (via categorized interactions)

What the AI Must NOT Do

- Modify or create orders
- Change prices, discounts, or payments
- Make legal, financial, or contractual commitments
- Act on behalf of a user without proper verification
- Provide information beyond its access level or available data

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Success Criteria

- Reduction in the number of customer support tickets
- Faster average response time to customer inquiries
- Increased percentage of completed (paid) orders
- High percentage of issues resolved without human support

Demo Metrics (Simulated for Hackathon)

Teams may demonstrate success using simulated or mocked data:

- % of customer queries resolved by the AI
- Average response time
- Payment reminder → payment completion conversion
- User feedback (e.g., 👍 / 👎 or short rating)

Example User Scenarios

1. **Order Status Inquiry**
   User: “Where is my order 458921?”
   → AI verifies user → provides order status → explains next steps
2. **Unpaid Order Reminder**
   User has an unpaid order
   → AI explains payment deadline → available payment options → reminder logic

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✅ Notes for Hackathon Participants

- Real integrations are **not required**
- Mock APIs, sample datasets, and simulated flows are acceptable
- Focus on **logic, UX, clarity, and business impact**, not infrastructure

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