Objective:

The primary objective of the Nike customer support assistant is to enhance the customer experience by providing quick, accurate and intuitive support across a wide range of customer needs. Nike customers frequently require guidance related to product discovery, sizing , membership benefits, shipping, returns, and Nike by You customisation. The chatbot is designed to reduce the dependency on human support agents by enabling self service navigation and timely issue resolution. By deploying a dual framework system - a Fixed (rule based) chatbot and an AI- powered chatbot, the solution aims to address both predictable, high volume queries and more complex, information heavy questions using official Nike resources.

Rationale:

The decision to build both a Fixed chatbot and an AI powered chatbot for Nike was intentional and grounded in creating a comprehensive, industry ready customer support system. Each bot serves a distinct purpose and compensates for the limitations for the other. Together, they deliver a complete customer experience that mirrors the standards of leading global brands.

The fixed chatbot was developed to handle predictable, high-frequency queries that follow a clear pattern in the customer journey. Nike customers often seek quick paths to information such as product categories, sizing help, store locations, shipping timelines, and return steps. These needs do not require conversational reasoning but instead benefit from a structured menu that allows users to click through options rapidly. By presenting predefined buttons and visual product category images, the fixed bot reduces cognitive load and provides instant navigation experiences- something that is crucial for e-commerce environments where users expect frictionless self-service.

However, Nike's ecosystem is large, policy heavy and frequently updated. Customers often need answers that require deeper explanation, precise policy references or contextual interpretation. To support these needs , the AI chatbot was created using chatbase. It was trained on ten authenticated Nike sources, including Help center pages, SNKRS information, customisation guidelines, return policies, membership benefits, and Q&A content covering discounts, warranties, cancellations, and shipping cost optimisation. The AI bot is designed to understand natural language queries, extract relevant details, and return answers that align with Nike's official guidelines, it complements the fixed bot by offering flexibility and depth where rule-based logic cannot.

The combined rationale is that no single chatbot format is sufficient for a brand as dynamic and detailed as Nike. A fixed bot alone cannot handle nuanced policy questions, while an AI bot alone may not provide the speed and clarity users need for straightforward tasks. By developing both, the solution maintains speed, accuracy and scalability. The fixed both handle routine, high volume needs with efficiency, while the AI both manages complex, detailed, and evolving information.

Structure of the Fixed bot:

The fixed chatbot was designed as a structured, rule based system built using chatfuel, where users interact by selecting predefined buttons rather than typing. Its structure mirrors a real retail customer journey and is divided into logical block groups to guide users smoothly toward the information they need. The bot opens with a welcome block that includes major navigation options such as shoes, apparel, sports, sizing advice, store locator, profile support, troubleshooting, and ending messages. Each main category expands into more specific blocks- for example , shoes branches into men's, women's and kids' options and each of these further expands into running, training, lifestyle, size help, and width specific recommendations like Wide feet or Narrow feet. Apparel follows a similar structure with separate block for men, women, and kids.

The fixed bot also includes a detailed sizing and measurement section with blocks such as measuring your feet, toe room test (kids), standard width, etc. a dedicated customisation section explains like Nike by You customisation, including How to work,Colour options, Logo options, and Personal touches. Service related blocks include shipping info, track order, payment methods, payment help, return policy, refund timeline and how to return. Store locator and online troubleshooting blocks assist with finding physical stores and resolving technical issues such as app errors or checkout failures. Store locator and online trouble shooting block assist with physical stores and resolving technical issues such as checkout failures. Visual image cards were added for shoes, clothing, and sports categories to improve navigation and mirror Nike's e-commerce interface. The bot concludes with a clean ending message block. Overall, the fixed chatbot operates like a structured menu, offering rapid clarity and ensuring users always understand what actions are available next.

Structure of the AI Chatbot:

The AI- powered chatbot was built using chatbase and operates through natural language understanding rather than fixed menu. Its structure is based on the training data provided to it, which includes ten official Nike URLs covering Nike help centre pages, shipping and return policies, warranty information, SNKRS program details, customization guidelines, membership benefits, the Nike App and NTC platform, accessories and locker room content, and product category pages. This collection of links gives the AI access to comprehensive, brand verified information. In addition to URLs, manually curated Q&A entries were added to strengthen the bot's ability to answer real customer questions about discounts, student and teacher benefits, free shipping eligibility, how SNKRS Pass and Draws work, warranty limitations, order cancellations, and rules for returning customized items. A fall back message directs users to Nike's official help centre when detailed policy information is needed maintaining industry level accuracy. The AI bot does not have a menu structure; instead, it responds dynamically by interpreting user intent and retrieving the most relevant information from its training data. This makes it particularly suited for complex, open-ended or policy specific questions that cannot be captured in a fixed bot.

How commonly known customer questions were identified:

To determine the most relevant and frequently asked questions for Nike customers, I began analysing the structure and content of Nike's official help center, since this page captures the highest-volume queries their customers typically face. Topics such as shipping timelines, return policy details, refund processing, membership benefits, order cancellations, SNKRS draws, and customization rules were consistently

highlighted, signaling their importance. I also reviewed Nike's product pages, app support pages, and SNKRS documentation to identify technical or policy based questions that customers often raise, especially regarding exclusive releases and sizing. Additionally customer reviews and user discussions on Nike products and retail communities helped reveal recurring concerts ground fit, comfort, width options, and performance for different athletic activities. These insights were incorporated into both the fixed chatbot and AI chatbot.Together this approach ensured that the chatbot system addressed realistic customer inquiries rather than hypothetical scenarios.

Shortcomings of the Chatbots:

Despite the comprehensive design, both fixed and AI chatbots have certain limitations. The fixed chatbot, by nature, is restricted to its predefined blocks and cannot interpret free-text inputs or respond to questions outside its structured pathways. This means the user experience is limited to the menu provided and my nuanced or unusual query requires redirection. The AI chatbot, although more flexible, is dependent on the accuracy, recency, and depth of the Nike URLs and Q&A dataset used during training. If Nike updates a policy or changes the structure of the website, the AI model may provide outdated answers until retrained. Neither bot is integrated with real time Nike systems such as inventory, live customer orders or shipping databases, meaning they cannot provide personalised order statuses or check product availability. Finally the visual elements in the fixed chat bot such as product images and category cards, must be manually maintained to ensure they reflect current Nike collections. While those shortcomings do not compromise the purpose of this project, they highlight areas for future enhancements of the chatbot to be deployed in a real world retail environment.

How a New Hire would further develop the chatbot:

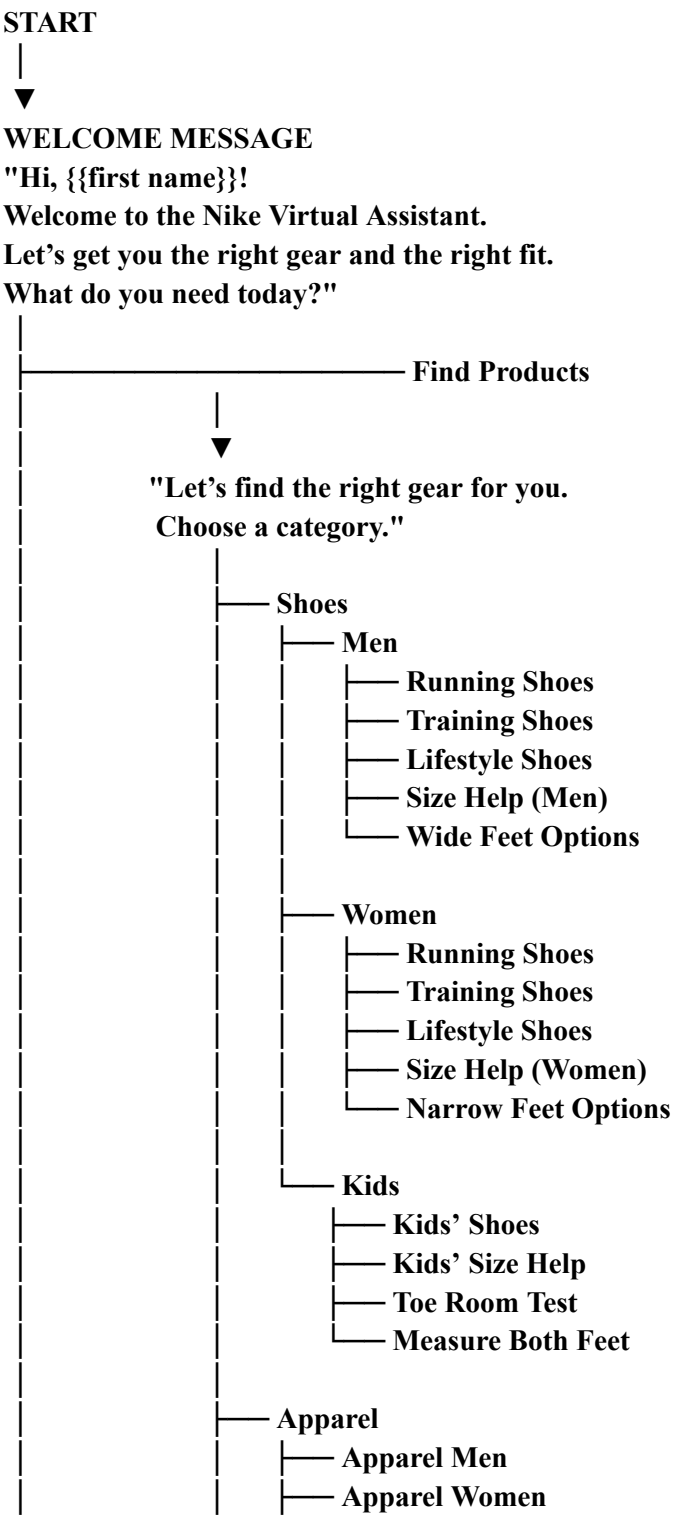
If a new team member were to take over development of this chatbot system, the process would begin with regularly updating and expanding the training data. For the AI chatbot, this includes revising Nike's Help centre links, adding new URLs for upcoming product releases or policy changes, and creating additional Q&A entries based on user interactions. The new hire would also monitor the AI bot's responses through transcript review to identify patterns of confusion or incorrect answers, refining the dataset accordingly. For the fixed chatbots, the new hire should evaluate whether new product categories, seasonal collections, or service updates need to be added as new blocks. They would also refresh the image cards used for shoes, apparel , sports ,etc. to keep the interface visually current with Nike's branding. Beyond content updates, the new hire could enhance the chatbot by adding multilingual versions, improving security rules, or connecting the AI chatbot to APIs for live product availability or member-specific experiences. Over time, consistent testing and iterative updates would ensure that both bots evolve alongside Nike's offerings and maintain their relevance, accuracy, and usability.

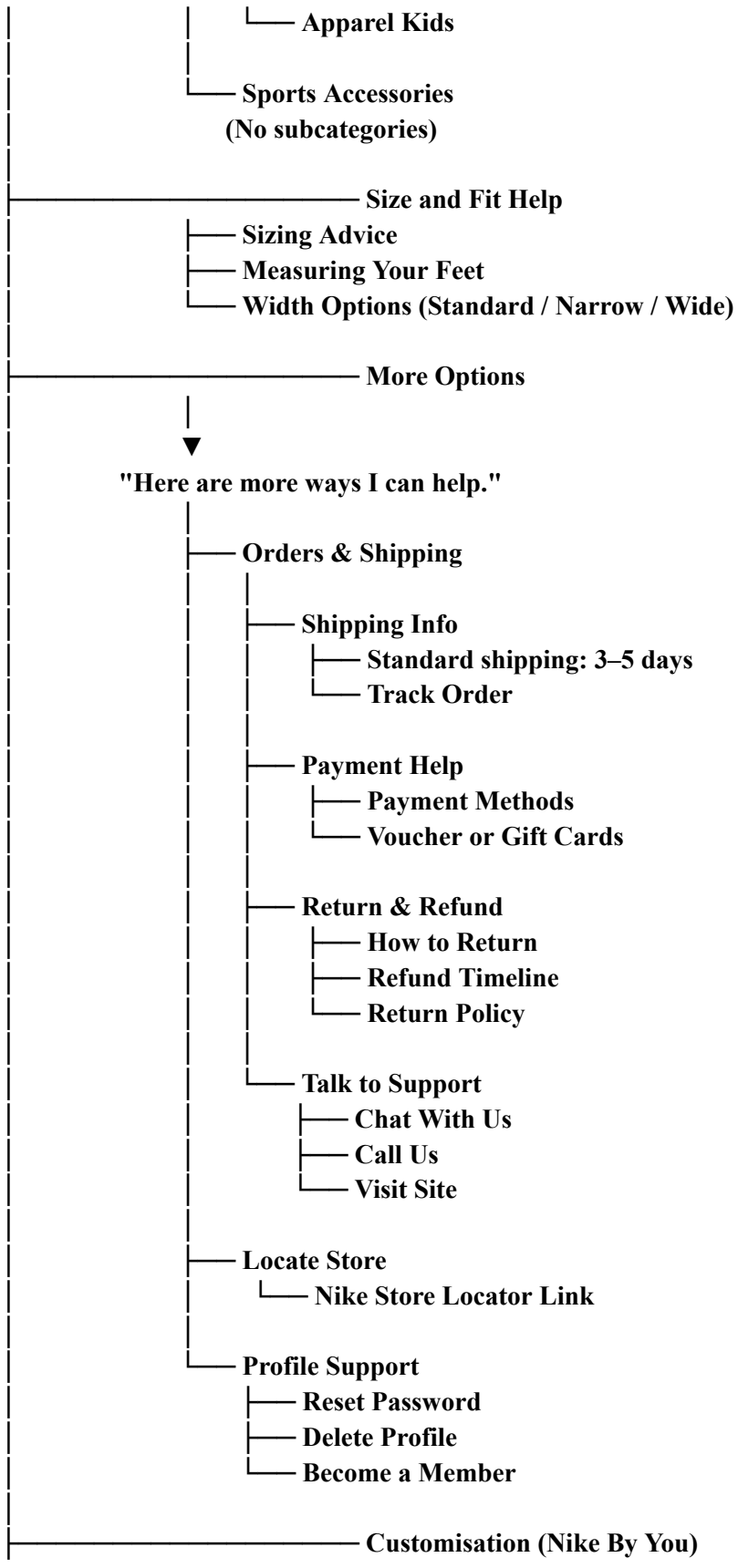
Conclusion

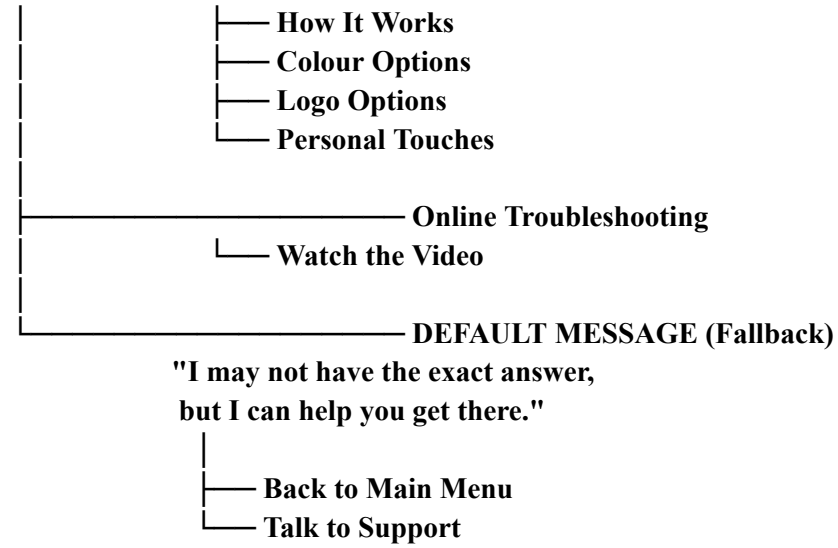
Overall, this project demonstrates a comprehensive approach to designing effective customer support tools using both a Fixed chatbot and an AI-powered chatbot. Each model independently showcases how structured flows and natural-language systems can address different types of customer needs while reflecting real industry practices. Although each chatbot has limitations, they provide a strong foundation

for future enhancement and illustrate a clear understanding of user behaviour, customer service requirements, and practical chatbot development.

Flow Chart of the fixed bot:




Apparel Kids
Sports Accessories
(No subcategories)
Size and Fit Help
Sizing Advice
Measuring Your Feet
Width Options (Standard / Narrow / Wide)
More Options
"Here are more ways I can help."
Orders & Shipping
Shipping Info
Standard shipping: 3–5 days
Track Order
Payment Help
Payment Methods
Voucher or Gift Cards
Return & Refund
How to Return
Refund Timeline
Return Policy
Talk to Support
Chat With Us
Call Us
Visit Site
Locate Store
Nike Store Locator Link
Profile Support
Reset Password
Delete Profile
Become a Member
Customisation (Nike By You)


How It Works
Colour Options
Logo Options
Personal Touches
Online Troubleshooting
Watch the Video
DEFAULT MESSAGE (Fallback)
"I may not have the exact answer,
but I can help you get there."
Back to Main Menu
Talk to Support

END