
Improving Honda MyGarage CX w/ AI Solutions

David Chau

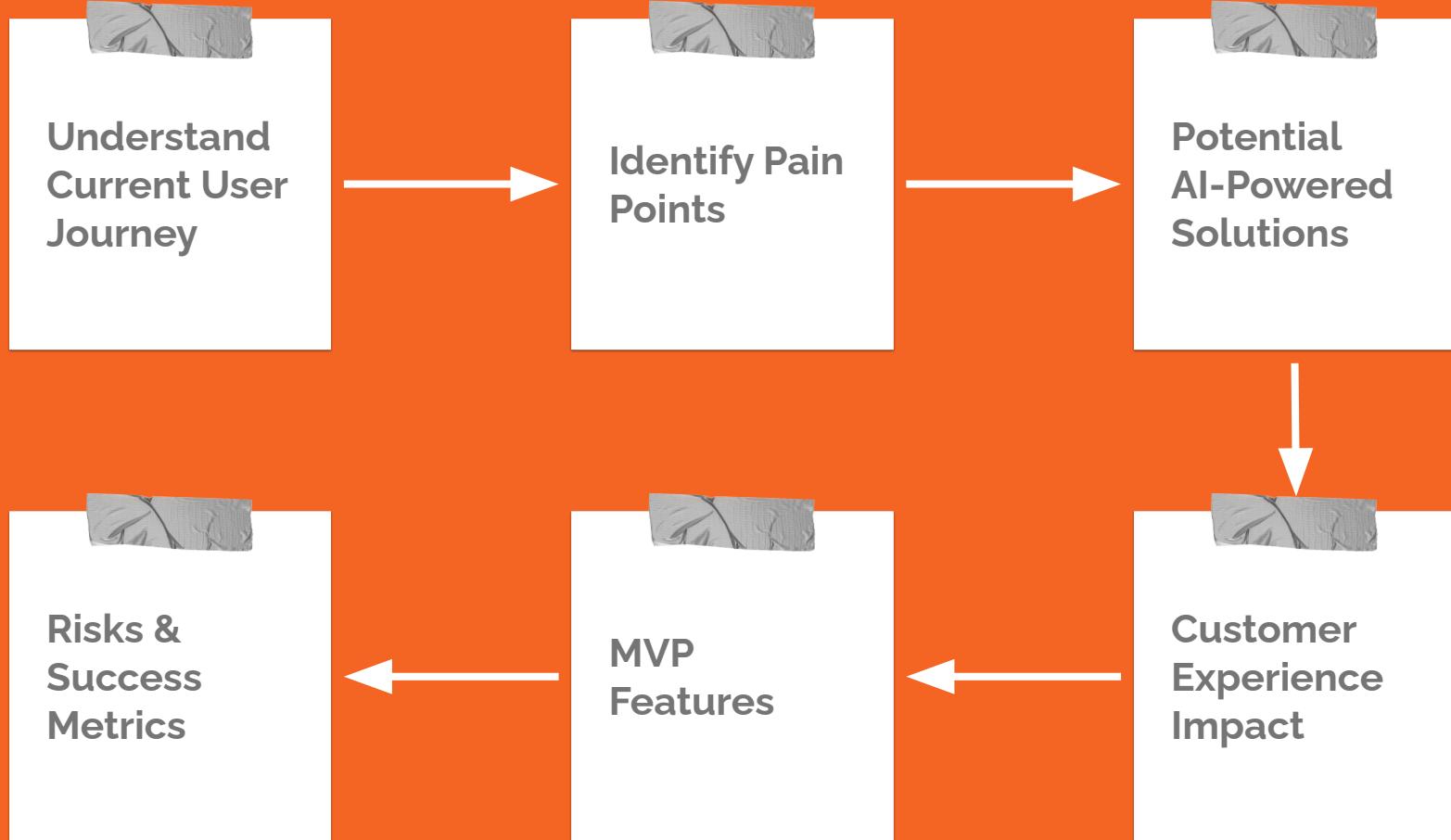


MyGarage

Core Philosophy

Generative AI and ML are tools, just like any other tool, that can be applied to solve different problems and scenarios.

For Honda MyGarage, the core objective is improving Customer Experience. Any AI-powered solution should answer the CX problems identified.



What is Honda MyGarage's current customer journey like?



Tip

I spent 10 minutes as a customer to go on mygarage.honda.com to find out.

I captured 25 screenshots.

Creating an account

HONDA

One sign-in to access Honda and Acura websites and apps! ⓘ
Create an account to use across all your products and services.

Create Account

First Name: David

Last Name: Chau

Phone Number (U.S. Only)

You must provide a phone number in order to register.

Email

Password

Confirm Password

I agree to the [Terms and Conditions](#) and [Privacy Notice](#).

I agree to receive MFA messages and agree to the [SMS Terms](#).

HONDA

To verify your new account, enter the verification code we sent to
david.chauew@gmail.com.

e.g. 000000

[Resend Code](#)

[Verify](#)

© 2025 American Honda Motor Co., Inc. All information contained herein applies to U.S. products only.
Having trouble signing in? [Contact Us](#)

HONDA

To verify your new account, enter the verification code we sent to
[xxx-xxx-1214](tel:xxx-xxx-1214).

e.g. 000000

[Resend Code](#)

[Verify](#)

© 2025 American Honda Motor Co., Inc. All information contained herein applies to U.S. products only.
Having trouble signing in? [Contact Us](#)

Adding a Product

 MyGarage [MY PRODUCTS](#) [HELP CENTER](#) [FIND A DEALER](#) [MY ORDERS](#)   Hi, David

Welcome, David!

We noticed you don't have any products in My Garage yet. Adding your product is easy — start by telling us about what type of product you own.



GET STARTED

What type of product do you have?



ACURA

Acura Autos



HONDA

Honda Autos



HONDA

Honda Powersports



HONDA
Power Equipment



HONDA
MARINE

Adding a Product

ACCESS YOUR INFO

Find Your Honda

Enter your vehicle's information to find helpful tips for managing your Honda or [login](#) to MyGarage for a more customized experience.

Enter your year, model, and trim for information about your Honda.

Year	Model	Trim	FIND
2020	Accord Sedan	Select Trim	
OR			
Enter your VIN number for details personalized to your vehicle			
VIN Number	?		
Enter VIN			

A dropdown menu for 'Trim' is open, showing the following options:

- Transmission
- EX-L 10 Speed Automatic
- EX-L Continuously Variable Transmission** (highlighted with a blue box)
- Hybrid Continuously Variable Transmission
- Hybrid EX Continuously Variable Transmission

ACCESS YOUR INFO

Find Your Honda Power Equipment

Access manuals, warranty and service information, view recalls, and more.

Enter your serial number for details personalized to your product.

Serial Number **?**

Enter Serial Number

FIND

What motor oil do I buy?

Getting help on MyGarage

 MyGarage

MY PRODUCTS HELP CENTER FIND A DEALER MY ORDERS

  Hi, David

Honda Help Center

Search

Popular Help Articles & FAQs

All Honda Brands [Acura Autos](#) [Honda Autos](#) [Honda Powersports](#) [Honda Power Equipment](#) [Honda Marine](#)

Vehicle Identification Number (VIN)

Tax incentives and EV perks

What is tire pressure?

Where do I find my Vehicle Identification Number (VIN)?

What type of motor oil should I use in my Acura?

What motor oil do I buy?

Getting help on MyGarage

 MyGarage

MY PRODUCTS HELP CENTER FIND A DEALER MY ORDERS RECALL NOTIFICATION

Hi, David  



Honda Power Equipment Help Center

HONDA
Power Equipment

motor oil 

What type of motor oil should I use in my Acura?
Knowledge • October 27, 2022

What type of motor oil should I use in my Honda?
Knowledge • October 27, 2022

Browse Support Materials

 **HELP ARTICLES & FAQS** 

Most popular Help Articles & FAQs for Honda PowerEquipment:

[Change Type](#)

 **HOW TO VIDEOS**

Most popular How-To Videos for Power Equipment:

[Honda My Generator App](#)
[Honda HRN Lawn Mower Maintenance](#)
[Honda VersAttach Powerhead Storage](#)
[FG110 Tiller Edger Kit Installation](#)

What motor oil do I buy?

Getting help on MyGarage



MY PRODUCTS

HELP CENTER

FIND A DEALER

MY ORDERS

RECALL NOTIFICATION



Hi, David

Help Center > Honda Power Equipment Help Articles & FAQs

Honda Power Equipment Help Articles & FAQs

what motor oil should i use for my lawn mower?



SEARCH RESULTS (0 RESULTS)

Sorry, looks like we don't have any results that match your search. We can still help — try another term or [contact us](#) with your specific question.



ACURA AUTOS

Find a Dealer



HONDA AUTOS

Find a Dealer



HONDA POWERSPORTS

Find a Dealer

HONDA

Power Equipment

HONDA POWER EQUIPMENT

Find a Dealer



HONDA MARINE

Find a Dealer

Getting help on MyGarage

[MY PRODUCTS](#)[HELP CENTER](#)[FIND A DEALER](#)[MY ORDERS](#)

Hi, David

GENERAL INFORMATION

What type of motor oil should I use in my Honda?

October 27, 2022 • Honda Power Equipment Answers

Honda Genuine Motor Oil is specifically formulated for your vehicle as it meets American Honda's exacting engineering standards. These standards meet or exceed the typical industry performance specifications found in many conventional fluids. Tested and approved by American Honda's Research and Development team, Honda Genuine Motor Oil helps maintain the factory specifications of your Honda.

Should I use genuine synthetic or ultimate full synthetic oil in my Honda?

American Honda recommends using Honda Genuine Motor Oil, sold and available at [Honda dealers](#). If Honda Genuine Motor Oil is not used, conventional motor oil of a premium-grade or an ultimate full synthetic blend may be used and must contain the specified viscosity grade indicated in your [Owner's Manual](#). It must also be labeled with an API Certification Seal, indicating the oil is energy conserving and that it meets the [American Petroleum Institute's \(API\) latest requirement](#). Oil additives are not required and not recommended; using them could adversely affect your vehicle engine's performance and durability.

Please see your [Owner's Manual – Recommended Engine Oil](#), for a list of manufacturer-approved fluids.

Was this article helpful?

[YES](#)[NO](#)

What motor oil do I buy?

Getting help on MyGarage

 MyGarage

MY PRODUCTS HELP CENTER FIND A DEALER MY ORDERS

  Hi, David

< My Products

 2010 Accord Sedan

Owner's Manuals

Owner's Manuals are viewable on any computer or device (Adobe® Reader may be required.) These files contain detailed information about your product, and can be viewed, downloaded, searched, and printed.

 2010 ACCORD COUPE OWNER'S MANUAL (2-DOOR) 

 2010 ACCORD COUPE OWNER'S MANUAL (2-DOOR) 

 2010 ACCORD NAVIGATION MANUAL 

 2010 ACCORD SEDAN OWNER'S MANUAL 

Need a Printed Copy?

To purchase printed manuals, you can [order online](#) or contact:

What motor oil do I buy?

Getting help on MyGarage



MY PRODUCTS

HELP CENTER

FIND A DEALER

MY ORDERS

RECALL NOTIFICATION



Hi, David

Connect with Power
Equipment Customer Support

Connect With Us



SEND AN EMAIL

Submit an email with your question and a member of our customer relations team will respond to you soon. Our typical response time is 24 to 48 hours.

[Send an Email](#)



CALL US

Customer Relations
Tel: +1 (770) 497-6400

Fax: +1 (678) 339-2519

Monday – Friday : 6:00 AM to 4:30 PM Pacific



SEND A LETTER

American Honda Power Equipment Division
4900 Marconi Dr.
Alpharetta, GA 30005-8847

Parts and Service



SHOP ONLINE



FIND A DEALER

What motor oil do I buy?

Getting help on MyGarage

 MyGarage

MY PRODUCTS HELP CENTER FIND A DEALER MY ORDERS

  Hi, David

 SEND A LETTER

American Honda Motor Co., Inc.
Honda Automobile Customer Service
1919 Torrance Blvd.
M/S CHI-5
Torrance, CA 90501-2748

For assistance with HandsFreeLink & HondaLink, please call:
1-888-528-7876

For assistance with Recalls & Campaigns, please call: 1-888-234-2138

 TWITTER

Tweet us on twitter.com/HondaCustSvc

 CHAT

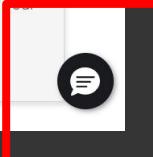
Live Agent

Our dedicated team of representatives is able to talk Monday through Friday 6:00 AM to 5:00 PM Pacific.

Virtual Assistant

Our virtual assistant Dave is available 24/7 to answer your questions and help you find your answer.

[Chat with our Virtual Assistant](#)



What motor oil do I buy?

Getting help on MyGarage

The image shows a screenshot of a web browser window titled "Virtual Agent - Google Chrome" displaying the "Ask Dave by Honda" service. The status bar indicates "Status: online". The main content area shows a message from the agent: "Hello! I'm Dave, your virtual agent. I can help you with some commonly asked questions, but for areas where I cannot yet assist or for product complaints, please contact Honda Customer Service at (800) 999-1009. Before we get started, can you tell me the year and model of the vehicle you'd like to discuss?". Below this, there are dropdown menus for "Year" (set to 2010) and "Model" (set to ACCORD), and an optional "Name (Optional)" field containing "David Chau". A blue "Continue" button is visible at the bottom. To the right, a separate chat window titled "Hi, David" is open, showing a message from the user: "with HandsFreeLink & HondaLink, please". The chat window has input fields for "First Name" (David), "Last Name" (C), and "Email" (redacted with error message "This field is required"). A "Feedback" link is visible on the left side of the chat window.

What motor oil do I buy?

Getting help on MyGarage

Ask Dave by Honda

Status: online

2010
*Required

ACCORD

Name (Optional)
David Chau

Continue

2:07:10 PM

What a coincidence - my first car was a virtual 2010 Accord. What questions do you have for me today?
2:08:12 PM

What moto oil should I use?
2:08:30 PM

I'm not quite trained on that yet, but your vehicle's Owner's Manual, Owner's Guide and Navigation Manual are great sources of information for general questions you may have about your vehicle. You can find these, as well as detailed information about the coverage and terms of your warranties, on the [Honda Owners Site](#).

Type your message here... 128 Send

Can you help me book a service with my nearest dealer?

If you need any assistance finding your local authorized Honda or Acura dealership, getting their contact information, or scheduling an appointment online, it would be best to use one of our Dealer Locator sites below.

[Honda Dealer Locator](#)
[Acura Dealer Locator](#)

2:09:26 PM

MyGarage MY PRODUCTS HELP CENTER FIND A DEALER MY ORDERS

Service & Maintenance

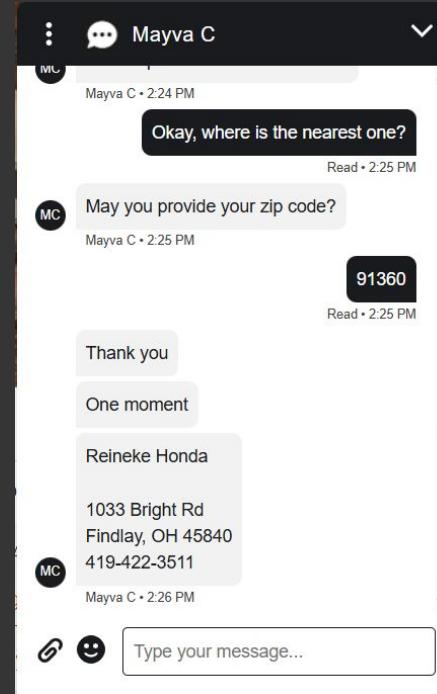
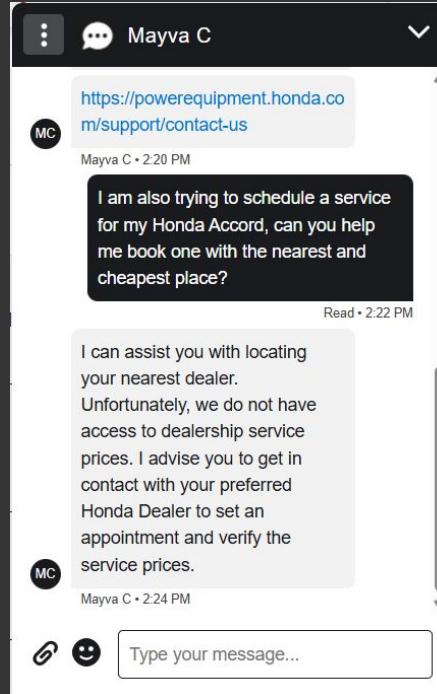
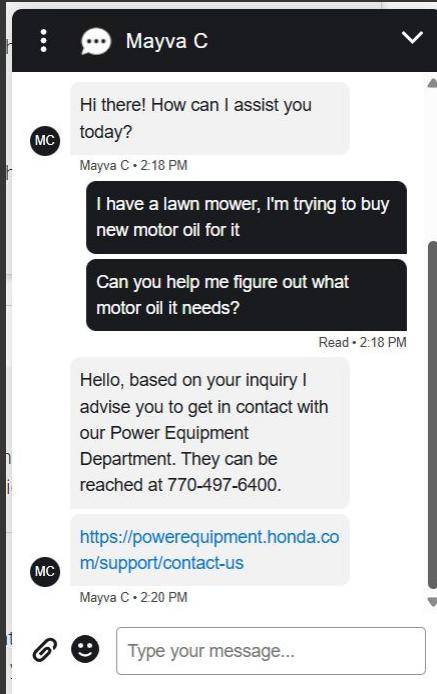
NEARBY DEALERS MORE DEALERS →

Swickard Honda of Thousand Oaks EV Certified Dealer 3925 Auto Mall Dr Westlake Village, CA 91362-3641 (805) 371-5500 Dealer Website	First Honda EV Certified Dealer 2283 1st St Simi Valley, CA 93065-1944 (805) 584-6632 Dealer Website	Woodland Hills Honda EV Certified Dealer 6111 Topanga Canyon Blvd Woodland Hills, CA 91367-3629 (818) 887-7111 Dealer Website
---	--	---

SCHEDULE SERVICE → SCHEDULE SERVICE →

What motor oil do I buy?

Getting help on MyGarage



Pain Points

Pain Points Encountered

- Initial Friction for first-time MyGarage users
 - Creating an account (Email, Text)
 - Adding a product (VIN, Serial Number)
 - Lack of Onboarding
 - Limited Awareness of Benefits and Visibility
- Failure to Problem Solve and Provide Personalised Support
 - Post-purchase touchpoints aren't personalised
 - Customer could not easily self-serve to find relevant information
 - Limited real-time customer support only for certain topics
 - Repeated failure to problem solve erodes trust

CX & Business Impact

- Customer frustration and time waste
- Reduced platform engagement / adoption rates for MyGarage
- Negative brand perception, potential decrease in customer loyalty
- Increased support costs from support escalations and ticket volume
- Lost revenue opportunities for service bookings and integrated services
- Operational inefficiencies due to inability to leverage customer data
- Loss of market share to competitors with better digital experiences

Site analytics and internal metrics will be able to quantify these issues.

CX & Business Impact

- This is where I would rely on data-driven insights and site analytics to further drive decision making.



Help us improve the MyGarage website.
Would you be willing to answer two questions about your experience?

Provide Feedback
No Thanks

- NPS Scores show overall satisfaction, but has limited visibility on specific pain points.
- Need to map NPS/CSAT to specific journey touchpoints.
- Focus groups and A/B Testing are crucial to supplement insight

The screenshot shows a feedback survey for the MyGarage website. At the top right are two buttons: 'Provide Feedback' (red) and 'No Thanks' (white). Below them is a section with the MyGarage logo and five Honda brand logos: Acura Autos, Honda Autos, Honda Powersports, Honda Power Equipment, and Honda Marine. A question asks for a recommendation score on a scale from 'Not at All Likely' to 'Extremely Likely'. A text area for comments is present, along with a character limit of 300. A note at the bottom links to the Privacy Policy.

Based on your experience with MyGarage, how likely would you be to recommend it to a friend or colleague?

Not at All Likely Extremely Likely

0 1 2 3 4 5 6 7 8 9 10

What is the primary reason for the score you just gave us?

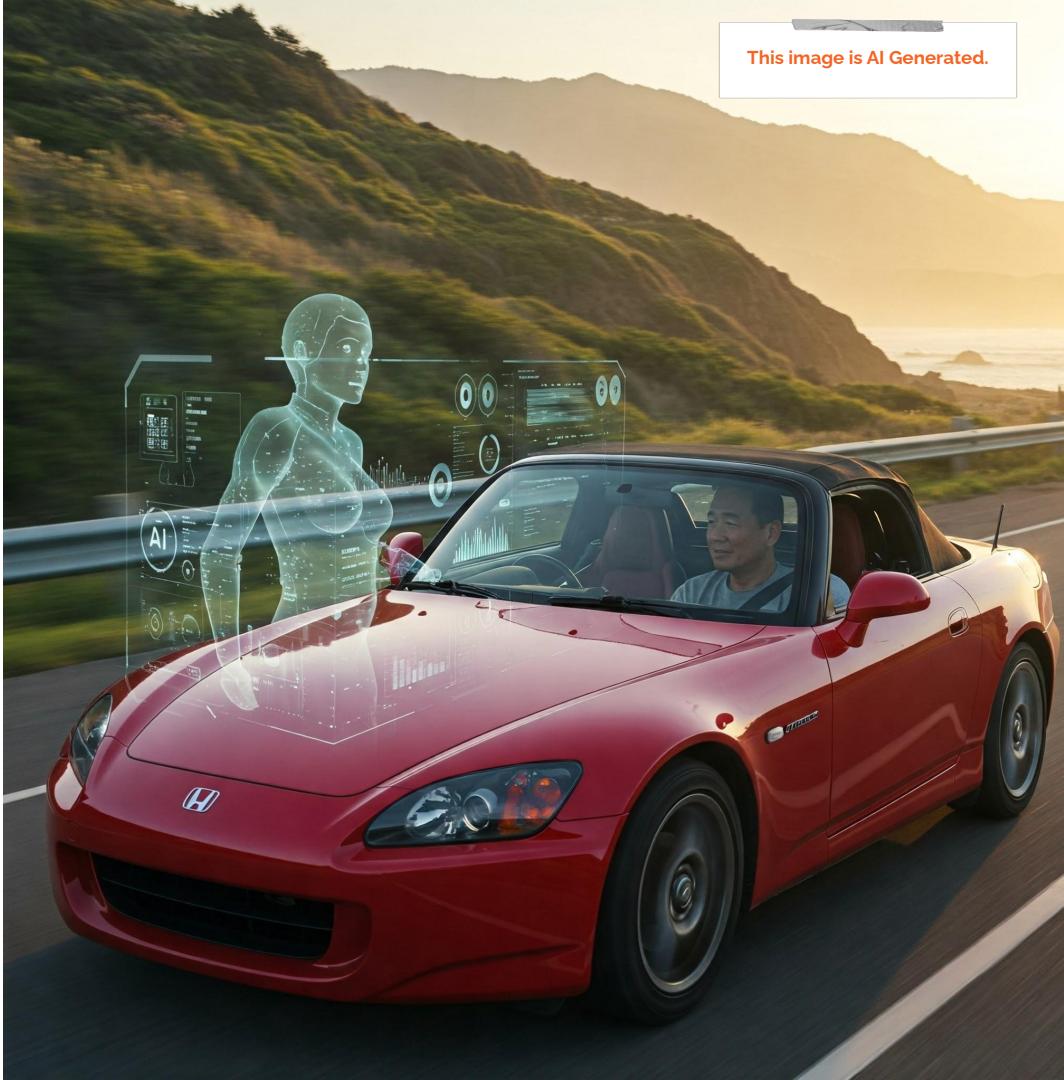
Characters remaining: 300

To learn more about how we collect and use personal information, please read our [Privacy Policy](#).

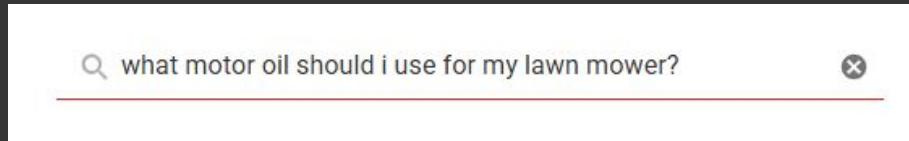
Site analytics and internal metrics will be able to quantify these issues.

AI-Powered Solutions

- Intelligent Product Registration Assistant
- **Unified Support Experience**
- Personalized Service Integration
- User Context Management



How does AI factor in a Unified Support Experience?



A screenshot of a support application. At the top is a search bar with the text "motor oil". Below it is a red search button with a white magnifying glass icon. Two search results are displayed: "What type of motor oil should I use in my Acura?" followed by "Knowledge • October 27, 2022", and "What type of motor oil should I use in my Honda?" followed by "Knowledge • October 27, 2022". At the bottom is a button labeled "Browse Support Materials".



Here's where AI can help.

- NLP
- RAG
- Context

How does AI lead to a better Customer Experience?

For a 2010 Honda Accord, what motor oil should I buy

Answer Images Sources 8 2 tasks ↗

Weir Canyon Honda Recommended Honda Accord Oil Type Copyright 2023 by AMS... 2010 Honda ACCORD (2.4L 4-cyl Engine Code K24Z2) Motor Oil - Valvoline™ Global +5 sources

The recommended motor oil for a 2010 Honda Accord depends on the engine type and mileage:

Key Recommendations

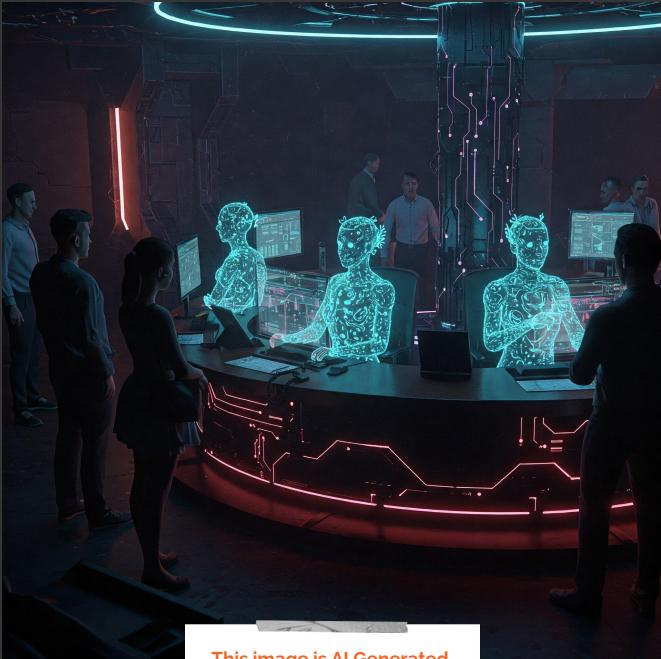
1. **Factory Specification**
 - Most 2010 Accords (especially 4-cylinder models) require 0W-20 or 5W-20 synthetic oil [1](#) [2](#) [4](#).
 - Honda typically specifies synthetic oil for modern engines, particularly turbocharged variants [1](#).
2. **High-Mileage Considerations**
 - For engines over 120,000 miles, some users suggest high-mileage synthetic oils (e.g., Valvoline MaxLife) to address aging seals and wear [3](#) [5](#).
 - Avoid thicker viscosities like 10W-40 unless explicitly recommended for severe conditions [7](#).
3. **Viscosity Flexibility**
 - While 0W-20 is ideal for newer models, 5W-20 remains widely accepted for older Accords [2](#) [4](#).



Here's what AI can improve.

- Immediate Value for Customers
 - Instant responses
 - No more digging for an answer
- Personalized Support
 - Tailored to your products
 - Agents integrate with existing MyGarage features

Why is AI the right technology?



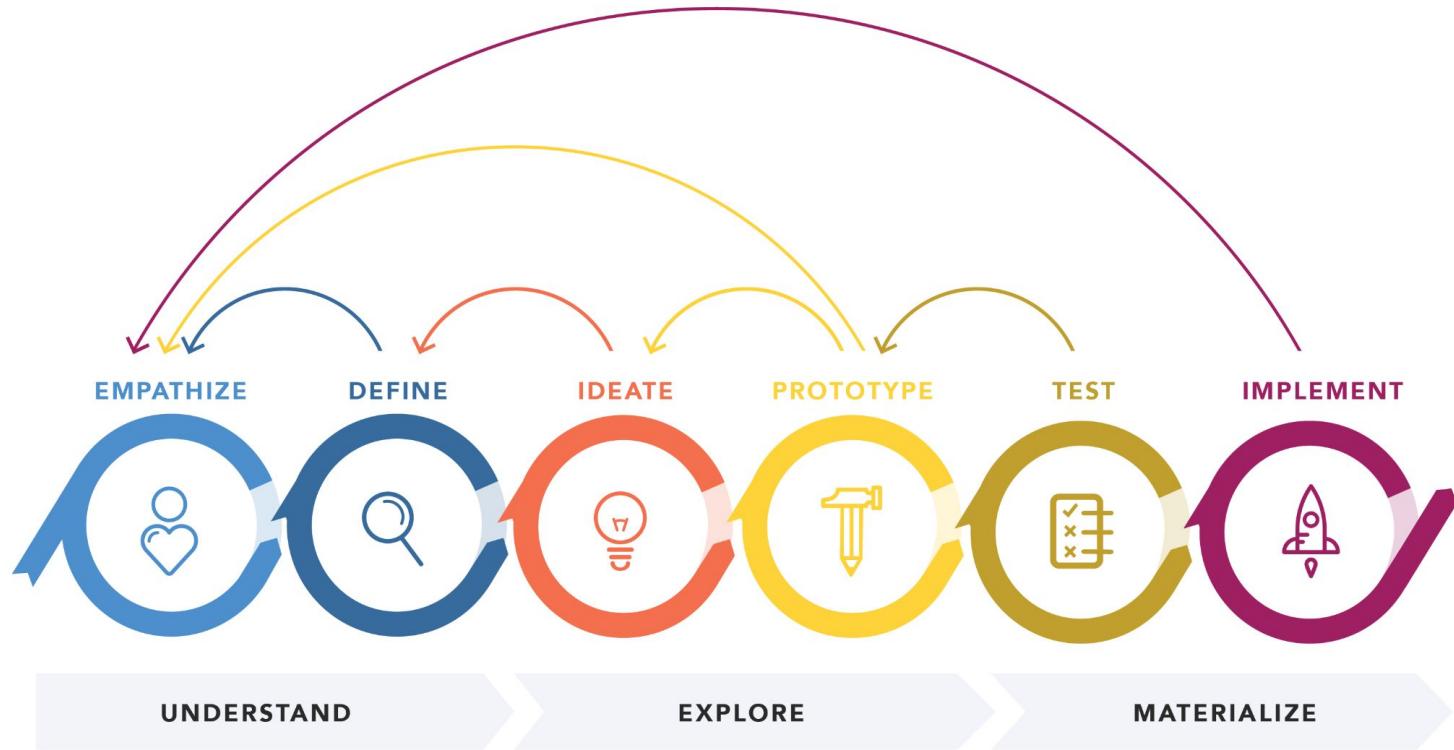
This image is AI Generated.



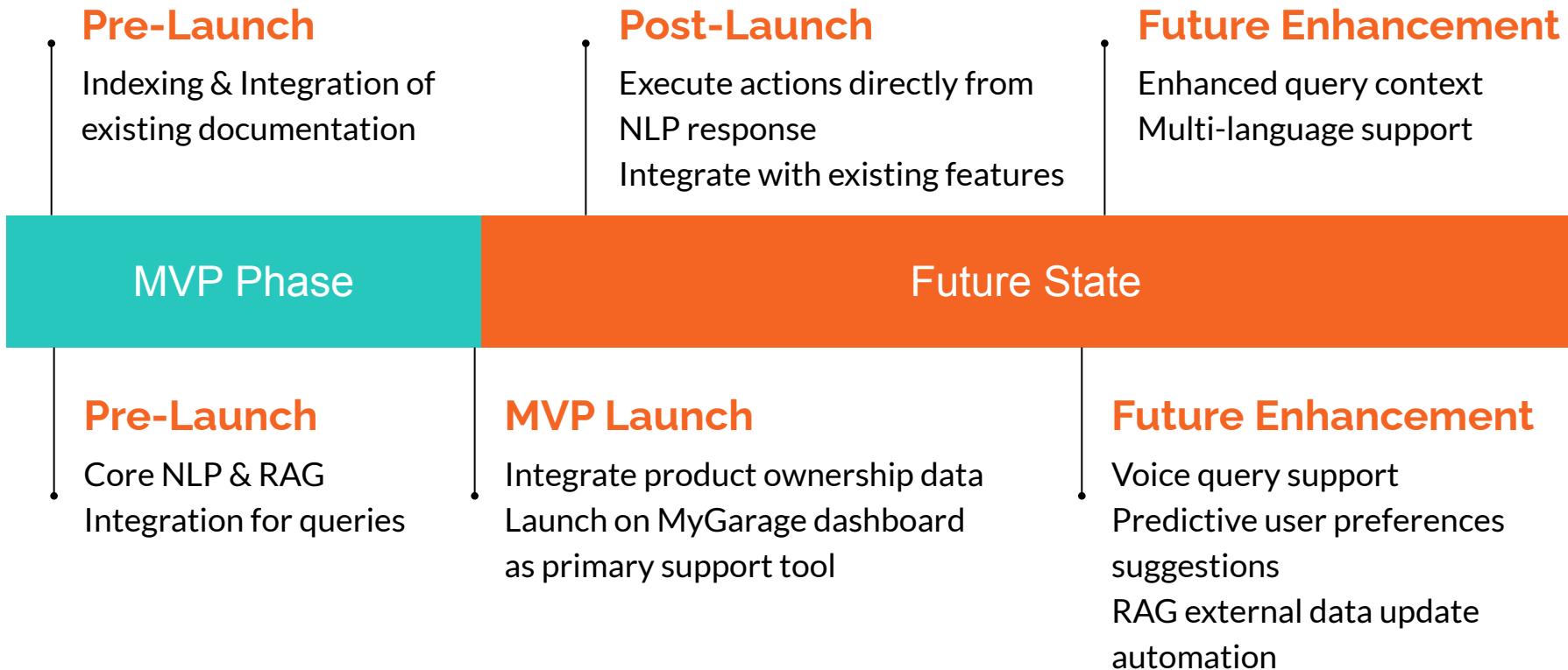
Here's the value proposition.

- Scalability and Consistency
 - Unlimited queries 24/7
 - Reduce dependency on support staff
- Intelligence and Adaptability
 - Learns from customer interactions
 - Predictive User Preferences
- Integration Capabilities
 - Agents can connect with existing systems

MVP Features & Future Roadmap



Features & Roadmap



I couldn't fit all the details on
the potential features here.

But I did somewhere else!

Stick around to the end to
find out where.

Risk Mitigation & Success Metrics

Risk Mitigation

- NLP & RAG performance is crucial to the success of this product. Accuracy, response relevance, context preservation, scalability under load, and documentation gaps are all relevant risks.
- Continuous model training, RAG fine-tuning, documentation version control and automated update batch processing, and regular optimization testing can control for these risks.

Risk Mitigation

- Service/Action Integration is crucial to the value-add of this product. NLP query needs to lead directly to actionable outcomes. Real-time dealer data availability, action execution reliability, error handling and recovery are risks related to this feature.
- Comprehensive API testing and integration robustness can offset these integration risks. Regular and automated integration testing with well designed event-based architecture can isolate and monitor edge cases.

Success Metrics

- NLP first response accuracy rate (Target >90%)
- NLP Agent action completion success rate (Target >90% of actions)
- NLP Agent support resolution time (Target <2 minutes for actions, <30 sec for standard queries)
- NPS Score increase (Target 30% increase)
- Human support ticket volume reduction (Target 40% reduction)
- Daily Active Users for MyGarage / NLP Agent
- Return User Rates for MyGarage / NLP Agent
- Revenue generated from affiliated service bookings

More success metrics in documentation!



My AI Methodology

AI Methodology

I used multiple AI tools to differing effectiveness during this project to help draft this deck.

- Concept Research (Perplexity)
 - Great for quickly researching information and understanding concepts
 - Provides initial direction and sources
- Project Documentation (Cursor)
 - Great for maintaining a codebase and creating handoff docs
- Slide Template & Image Generation (SlidesAI.io & Gemini)
 - Great for getting inspired by colors & templates
 - Not so great for effective content delivery (boring bullet points)
 - Faster to create slides than to describe what slides I want



MyGarage

AI Methodology

I created a project overview/PRD with Cursor as a living Markdown file. It contains the context of the project and all of the information above, and I ask it to self-update whenever I add/edit to the project. To avoid hallucinations, I created a .mdc rules document to limit information sources to only what I provide it with.

It will:

- Serve as a reference document for feature enhancements
- Serve as crucial codebase context for AI-assisted development and prototyping



MyGarage

Honda MyGarage AI Enhancement_Discovery.md x honda-cx-projectrules.mdc

Honda MyGarage AI Enhancement_Discovery.md > # Honda MyGarage AI Enhancement Project > ## Product Discovery & Enhancement Documentation

```
1  ✓ # Honda MyGarage AI Enhancement Project
2  ✓ ## Product Discovery & Enhancement Documentation
3
4  ✓ ### Table of Contents
5  1. [Executive Summary](#executive-summary)
6  2. [Current User Journey](#current-user-journey)
7  3. [Problem Statement](#problem-statement)
8  4. [Impact Analysis](#impact-analysis)
9  5. [AI-Powered Solutions](#ai-powered-solutions)
10 6. [Solution Focus: Unified Support Experience](#solution-focus-unified-support-experience)
11 7. [MVP Features](#mvp-features)
12 8. [Future Roadmap](#future-roadmap)
13 9. [Risk Assessment](#risk-assessment)
14 10. [Success Metrics & KPIs](#success-metrics--kpis)
15 11. [Technical Architecture](#technical-architecture)
16 12. [Implementation Timeline](#implementation-timeline)
17 13. [Stakeholder Communication Plan](#stakeholder-communication-plan)
18
19  ✓ ## Executive Summary
20  This document outlines the discovery process and findings for enhancing Honda's MyGarage platform through AI-powered solutions. The primary goal is to significantly improve the customer experience by making vehicle ownership more intuitive, personalized, and hassle-free. By leveraging AI technologies, we aim to transform MyGarage from a basic vehicle management tool into an intelligent companion that anticipates customer needs and provides proactive support throughout their vehicle ownership journey.
21
22  ✓ ## Core Philosophy
23  Generative AI and ML are tools, just like any other tool, that can be applied to solve different problems and scenarios. For Honda MyGarage, the core objective is improving Customer Experience. Any AI-powered solution should answer the CX problems identified.
24
25  ✓ ## Methodology
26  Our approach to CX problems follows a structured framework where AI serves as an additional solution tool within existing frameworks. The process includes:
27  1. Analyzing the current user journey
28  2. Identifying pain points
29  3. Evaluating potential AI-powered solutions
30  4. Assessing business and CX impacts
31  5. Designing MVP features
32  6. Identifying risks
33  7. Establishing success metrics
34
35  ✓ ## Current User Journey
36  ✓ ### Account Setup & Product Registration
37  ✓ 1. **Initial Access Friction**
38  | - Two-factor verification required for both email and phone number
39  | - Creates immediate frustration and friction in the onboarding process
40
41  ✓ 2. **Product Registration Challenges**
42  | - Requires detailed knowledge of Model & Trim or VIN/Serial Numbers
```

```

Honda_MyGarage_AI_Enhancement_Discovery.md > # Honda MyGarage AI Enhancement Project > ## Impact Analysis > ### User Experience Imp...
  1 # Honda MyGarage AI Enhancement Project
  2 ## AI-Powered Solutions
  3
  4 ## Solution Focus: Unified Support Experience
  5 ## Why This Solution?
  6 The Unified Support Experience solution addresses a critical pain point in the current MyGarage platform: the inability to provide quick, accurate, and personalized support across all Honda products. By focusing on this specific solution, we can create immediate value for customers while establishing a foundation for future AI-powered enhancements.
  7
  8 ## AI's Role in the Solution
  9 1. **Natural Language Processing (NLP)**
 10 - Enables natural, conversational interactions with customers
 11 - Understands context and intent behind customer queries
 12 - Handles variations in how customers ask questions
 13 - Processes technical terminology specific to Honda products
 14
 15 2. **Retrieval Augmented Generation (RAG)**
 16 - Combines the power of large language models with Honda's specific documentation
 17 - Ensures responses are grounded in accurate, up-to-date information
 18 - Provides source attribution for all information
 19 - Maintains consistency with Honda's technical specifications
 20
 21 3. **Context Awareness**
 22 - Leverages user's product registration data
 23 - Maintains conversation history
 24 - Understands product-specific requirements
 25 - Adapts responses based on user's technical knowledge
 26
 27 ## Customer Experience Improvements
 28 1. **Immediate Value**
 29 - Instant responses to common questions
 30 - No need to navigate through multiple support channels
 31 - Reduced time spent searching through manuals
 32 - Consistent support experience across all Honda products
 33
 34 2. **Personalized Support**
 35 - Responses tailored to user's specific products
 36 - Technical detail level adjusted to user's expertise
 37 - Proactive suggestions based on product history
 38 - Seamless integration with existing MyGarage features
 39
 40 3. **Trust Building**
 41 - Accurate, verifiable information from official sources
 42 - Transparent about information sources
 43 - Consistent with Honda's technical standards
 44 - Reliable support available 24/7
 45
 46 ## Why AI is the Right Technology

```

```

Honda_MyGarage_AI_Enhancement_Discovery.md > # Honda MyGarage AI Enhancement Project > ## Impact Analysis > ### User Experience Imp...
  1 # Honda MyGarage AI Enhancement Project
  2 ## Success Metrics & KPIs
  3 ## User Experience Metrics
  4 1. **Query Resolution Performance**
  5 - First Response Accuracy: >90% of queries answered correctly on first attempt
  6 - Action Completion Rate: >90% of service booking attempts completed successfully
  7 - Average Resolution Time: <30 seconds for standard queries, <2 minutes for complex actions
  8 - NPS Score: >9/10 on post-interaction surveys
  9 - Query Clarification Rate: <15% of queries requiring clarification
 10 - Action Abandonment Rate: <10% of initiated actions abandoned
 11
 12 2. **Platform Engagement**
 13 - Daily Active Users: 30% increase in support tool usage
 14 - Feature Adoption Rate: >70% of users utilizing action features
 15 - Return User Rate: >60% of users returning within 7 days
 16 - Average Session Duration: >5 minutes per support interaction
 17 - Action Completion Rate: >80% of suggested actions completed
 18 - User Feedback Sentiment: >80% positive sentiment in feedback
 19
 20 ## Business Metrics
 21 1. **Operational Efficiency**
 22 - Support Ticket Volume: 40% reduction in traditional support tickets
 23 - Average Resolution Time: 50% reduction in time to resolve queries
 24 - Service Booking Conversion: 25% increase in service appointments booked
 25 - Documentation Coverage: 95% of common queries covered in knowledge base
 26 - System Uptime: 99.9% availability during business hours
 27 - Response Generation Speed: <2 seconds for standard responses
 28
 29 2. **Customer Impact**
 30 - Customer Satisfaction: 30% improvement in NPS scores
 31 - Service Booking Increase: 25% increase in service appointments
 32 - Support Channel Shift: 60% of support queries handled through AI
 33 - Brand Perception: 20% improvement in digital experience ratings
 34 - Customer Loyalty: 15% increase in platform retention
 35 - Feature Adoption: 50% of users utilizing advanced features
 36
 37 ## Technical Performance Metrics
 38 1. **NLP & RAG Performance**
 39 - Query Understanding Accuracy: >95% intent recognition accuracy
 40 - Response Relevance: >90% relevance score in user feedback
 41 - Context Preservation: >85% context maintained across multi-turn conversations
 42 - Documentation Coverage: >90% of queries matched to relevant content
 43 - Response Generation Time: <2 seconds for standard queries
 44 - System Scalability: Support for 10,000+ concurrent users
 45
 46 2. **Integration Performance**
 47 - Action Success Rate: >95% successful action execution
 48 - API Response Time: <500ms for service booking operations
 49 - Error Rate: <1% of actions resulting in errors
 50
 51
 52

```

What AI Tools Can't Help With

AI tools are great, but there's some phases they currently can't help with:

- Understanding the customer's journey (human touchpoints)
- Any information not on the public internet (unless there's a specific internally RAG trained AI)
- Creating specific content with YOUR personalised style (you can prompt it to get it closer to what you want, but sometimes it's just faster to **BOLD** or **color** or screenshot things yourself)
- Free models perform significantly worse. Subscription plans have monthly query limits. Potential production bottleneck.





Thank You!

I hope you enjoyed this mini-project, and the overall methodologies involved.

Feel free to ask me any questions!
My project documentation is available to download on my [Github repo](#).



David Chau