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# PITCH DECK

Revolutionizing Jaymart's Sales  
with AI Chatbot Technology

GenAI Hackathon Powered by AWS



90%

of **global shoppers** who visited a store in the last week said they used online search prior to going into a store.

Think with Google

Google/Ipsos, Global Retail Study, Base: Total sample (n=14,206) Global (excl. China) online 18+ who shopped in the last week, countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN, Feb. 2019.



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# Research online to offline

ធ្វើបន្ទាន់ការសិក្សាដៃមូលដ្ឋានការងារលើកលែង  
តាតសិនិច្ច័យទៅរាយការ

ពីគេហទំនាក់ទំនង think with google



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# เปลี่ยนทุกการค้นหาให้เป็น โอกาสในการขาย

จากข้อมูลในเว็บไซต์ think with google



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# PROBLEM STATEMENT

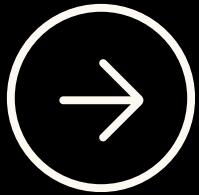
1



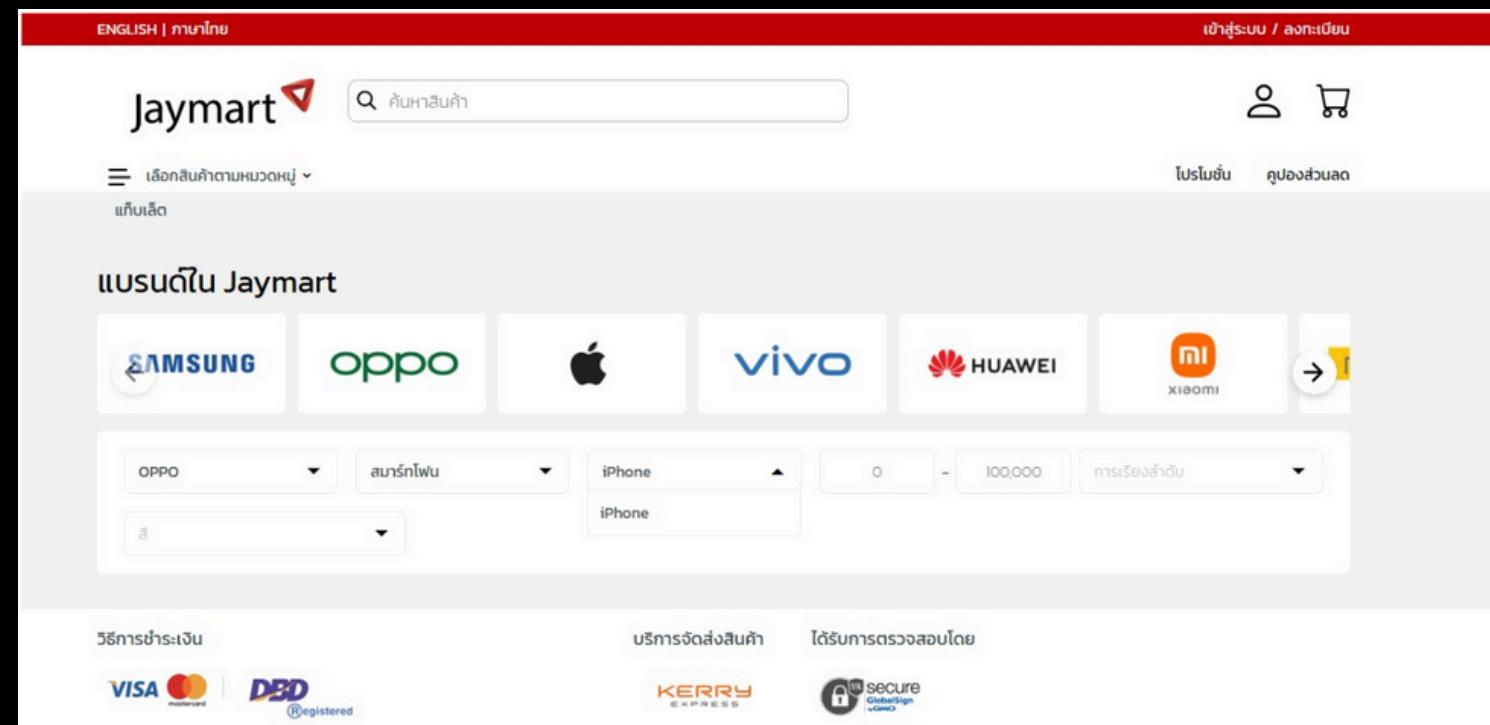
# Line OA ตอบล่าช้า, ตอบไม่ตรงคำตาม

ผลกระทบที่เกิดขึ้น: ความพึ่งพาใจของ  
ลูกค้าลดลง, ลูกค้าละทิ้งบริการ

การศึกษาโดย HubSpot พบว่า 90%  
ของผู้บริโภคคาดหวังการตอบสนองที่  
รวดเร็วจากธุรกิจ โดยเฉพาะการแก้ปัญหา  
ในช่วงเวลาซื้อขาย



2



# หน้าเว็บ Jaymart ไม่ค่อยมีประสิทธิภาพ

1. ตัวกรองทำงานไม่ดี กรองตัวเลือกได้แค่ 15 อย่าง
2. กรองผิด เช่น แบรนด์ oppo แต่เลือกหมวดหมู่สินค้า iphone ได้อย่างเดียว
3. หน้าเว็บให้ข้อมูลสินค้าไม่ละเอียดต้องหาข้อมูลเพิ่มเติม

ผลกระทบที่เกิดขึ้น: ลูกค้าลังเลในการตัดสินใจซื้อ, ลูกค้าไม่พอใจจากประสิทธิภาพที่ไม่ดีของเว็บไซด์



3

ENGLISH | ภาษาไทย

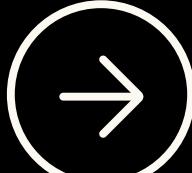
เข้าสู่ระบบ / ลงทะเบียน

Jaymart 

ค้นหาสินค้า

เลือกสินค้าตามหมวดหมู่ ▾

Apple	Apple	Samsung	Apple	Apple
iPhone 16 Pro Max 256GB ฿48,900	iPhone 16 Pro Max 512GB ฿56,900	Samsung Galaxy S24 FE 5G 8/256GB ฿22,900 ฿25,900	iPhone 16 Plus 128GB ฿34,900	iPhone 16 512GB ฿41,900
 NEW ARRIVAL	 NEW ARRIVAL	 NEW ARRIVAL	 NEW ARRIVAL	 NEW ARRIVAL
Apple iPhone 16 256GB	Apple iPhone 16 Plus 256GB	Apple iPhone 16 Plus 512GB	Apple iPhone 16 Pro 128GB	Apple iPhone 16 Pro 512GB



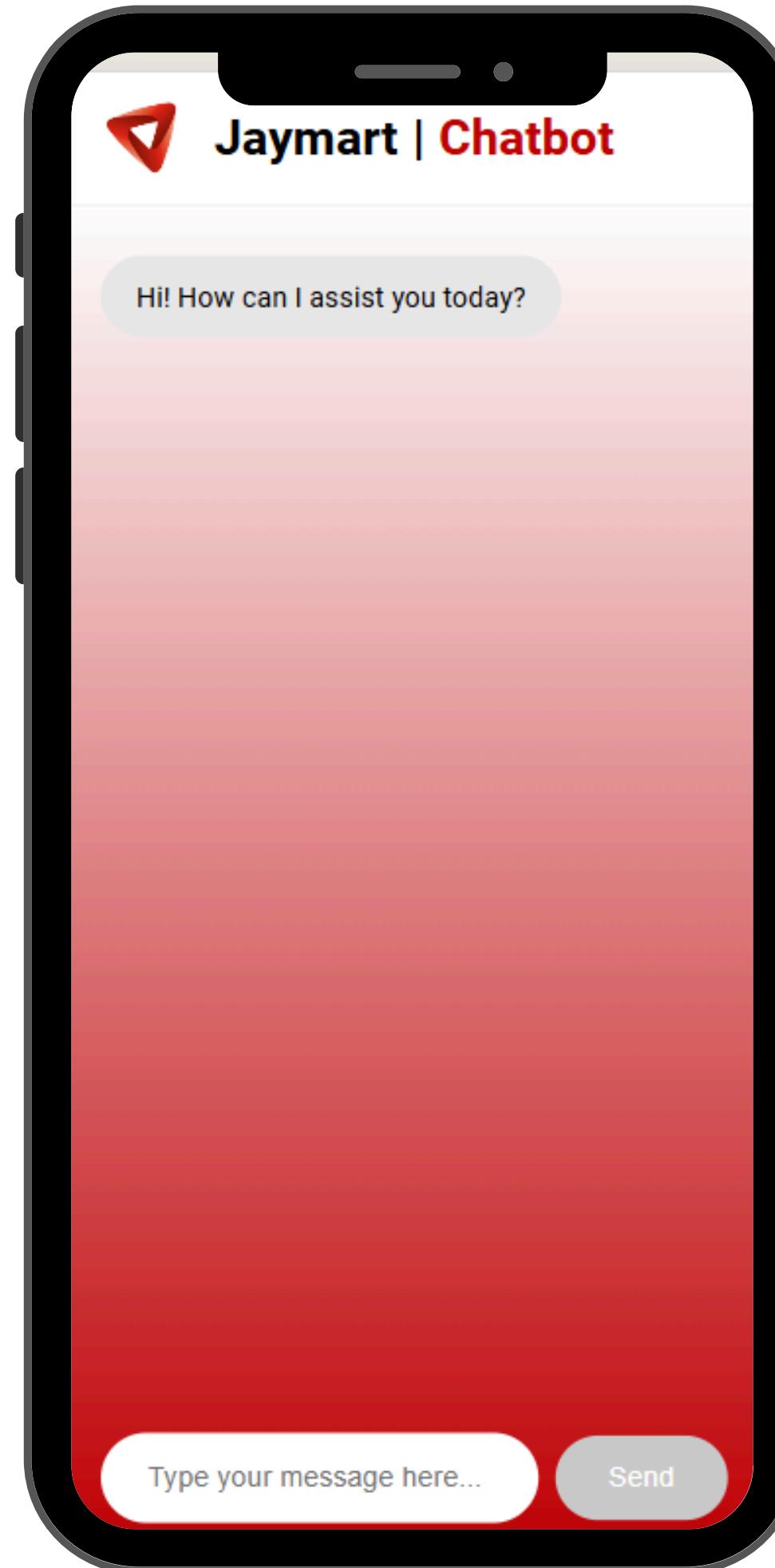
## ความซับซ้อนของข้อมูลสินค้าและการผ่อนชำระ

ผลกระทบที่เกิดขึ้น: โอกาสที่ลูกค้าจะซื้อของลดลงเนื่องจากข้อมูลสร้างความสับสนให้ลูกค้า



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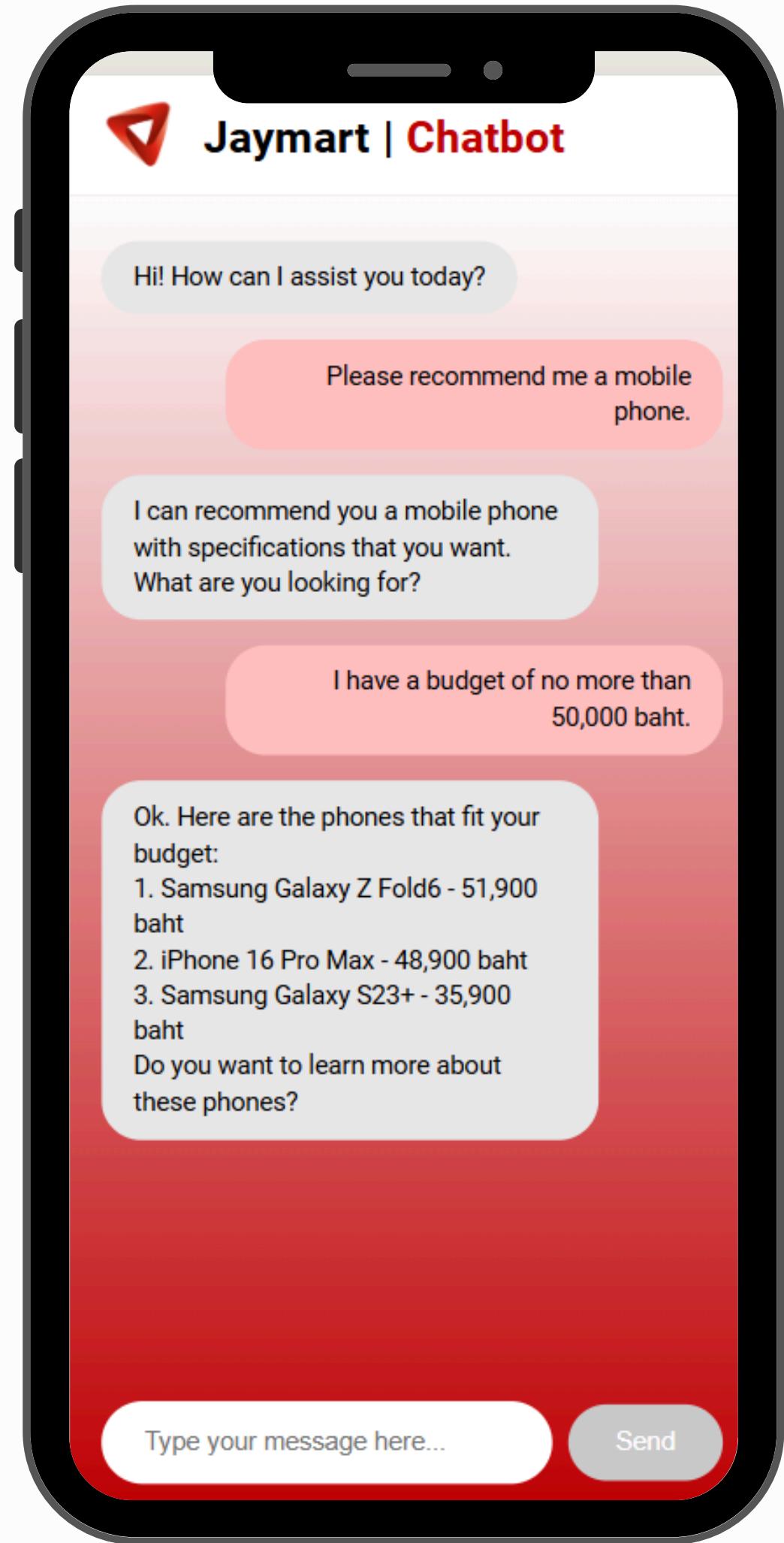
# SOLUTIONS



# CHATBOT

# JAYMART ▶

by Amazon Titan Text Premier



# RECOMMEND



Jaymart | Chatbot

Storage options. The iPhone 16 has a 6.1-inch screen, A18 chip, Super Retina XDR display, USB-C charging, up to 22 hours battery life, and weighs 170g. It is available in 128GB, 256GB, and 512GB storage options.

Compare the features of the iPhone 16 Pro Max with the features of the Samsung Galaxy Z Fold6.

iPhone 16 Pro Max - 48,900 bath

- Screen size: 6.7-inch
- Chip: A18 Pro chip
- Display: Super Retina XDR display, ProMotion technology, Always-On display
- Charging: USB-C
- Battery: Up to 33 hours
- Weight: 227g

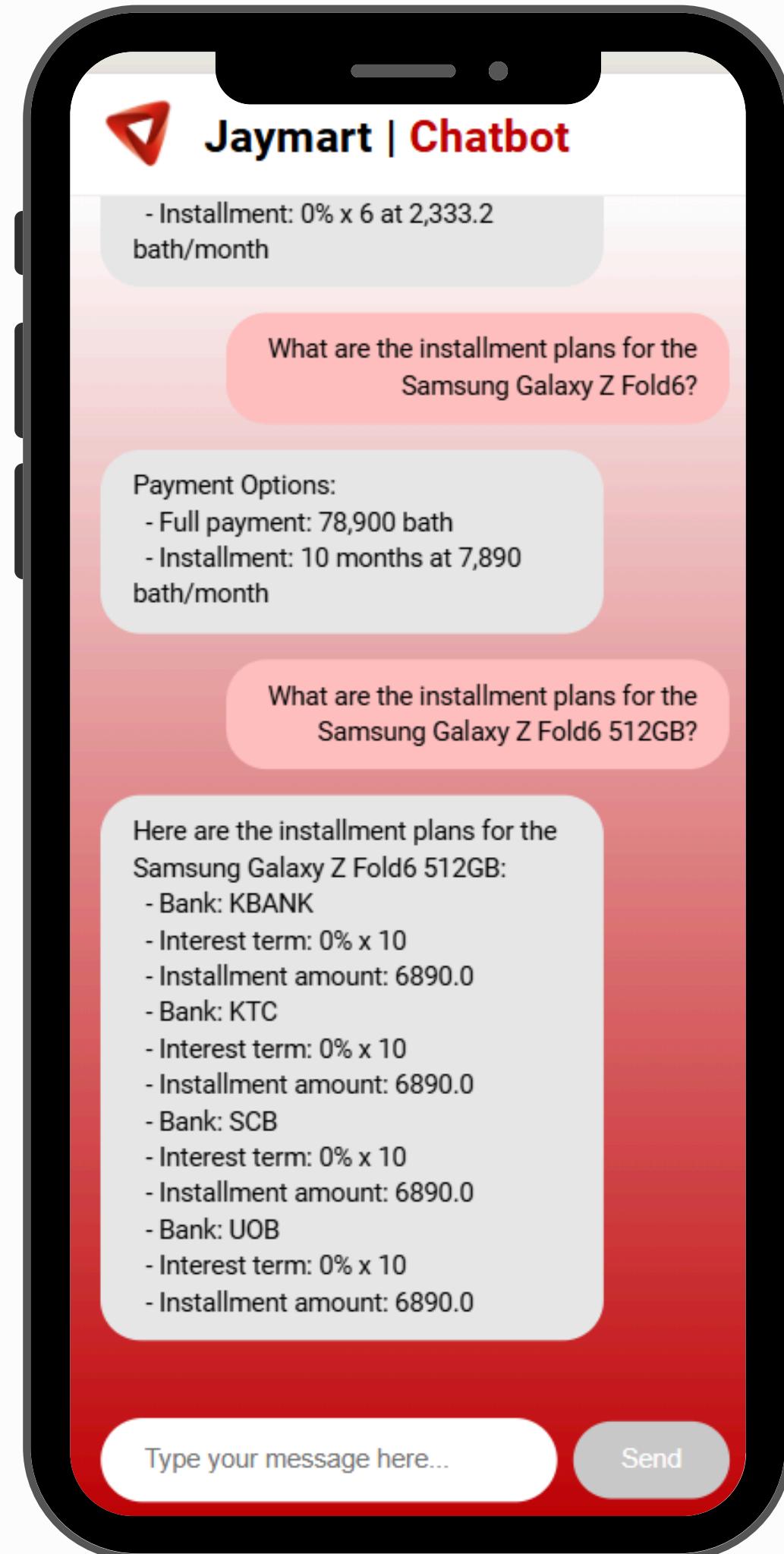
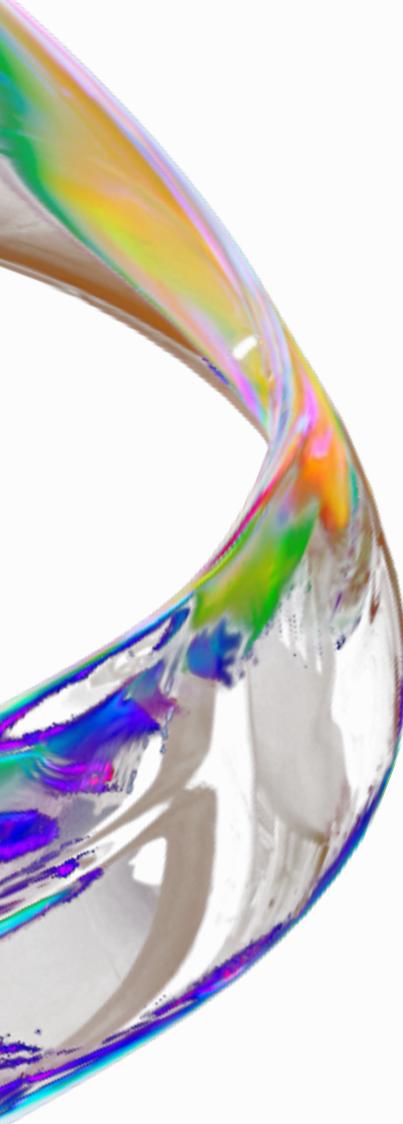
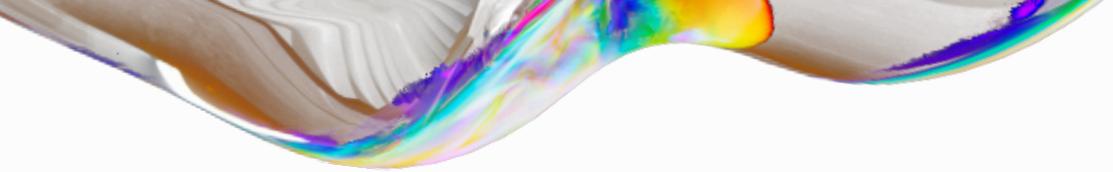
Samsung Galaxy Z Fold6 - 58,900 bath

- Screen size: 7.6-inch
- Chip: Snapdragon 8 Gen 3
- Display: inside QXGA+ (2160 x 1856), 374ppi, Dynamic AMOLED 2X / outside 22.1:9 (2376 x 968), 412ppi, Dynamic AMOLED 2X
- Charging: Type-C
- Battery: 4,400 mAh
- Weight: 230g

Type your message here...

Send

# COMPARE



# INSTALLMENT PAYMENT



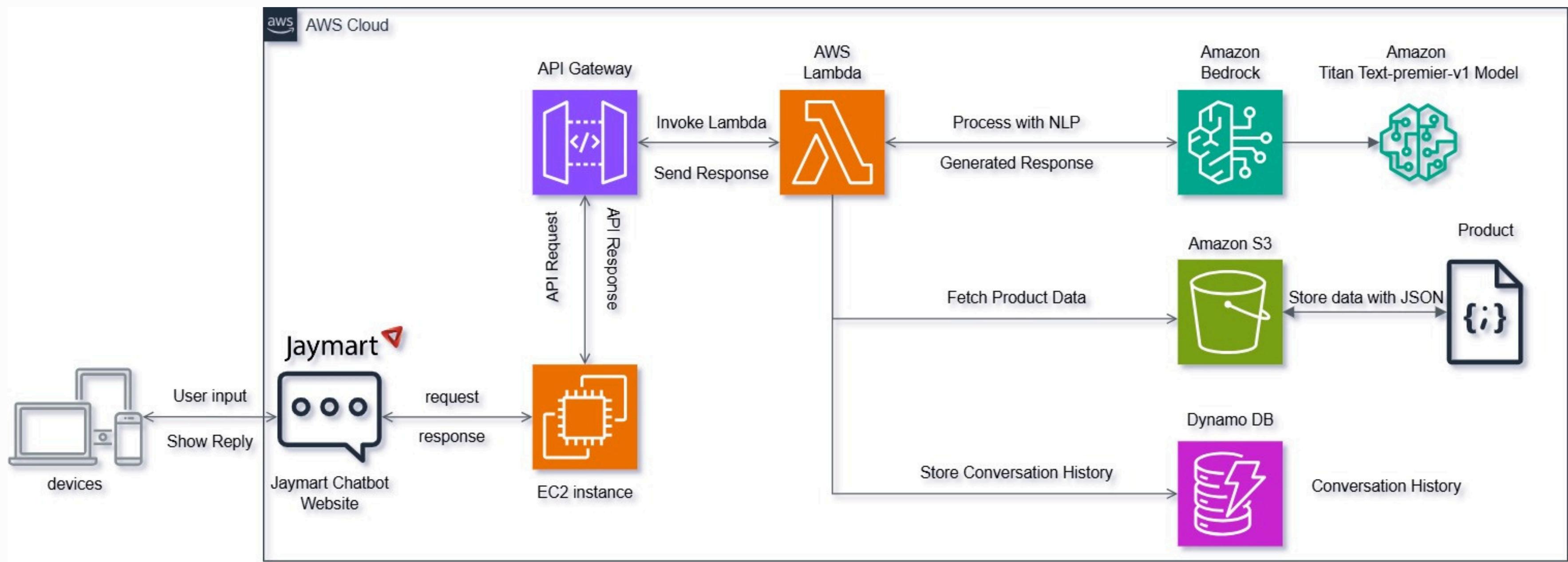
# UNDERSTAND YOUR CUSTOMERS BETTER



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# EXECUTION

# DIAGRAM



# EC2 overview

EC2 > Instances > i-0461d4535da3cbef

### Instance summary for i-0461d4535da3cbef (NewJaymartChatbotWebserver) [Info](#)

Updated less than a minute ago

Instance ID <a href="#">i-0461d4535da3cbef</a>	Public IPv4 address <a href="#">52.4.253.34</a>   open address	Private IPv4 addresses <a href="#">172.31.0.64</a>
IPv6 address -	Instance state <span style="color: green;">Running</span>	Public IPv4 DNS <a href="#">ec2-52-4-253-34.compute-1.amazonaws.com</a>   open address
Hostname type IP name: ip-172-31-0-64.ec2.internal	Private IP DNS name (IPv4 only) <a href="#">ip-172-31-0-64.ec2.internal</a>	Elastic IP addresses <a href="#">52.4.253.34</a> [Public IP]
Answer private resource DNS name -	Instance type t3.micro	AWS Compute Optimizer finding <a href="#">Opt-in to AWS Compute Optimizer for recommendations.</a>   Learn more
Auto-assigned IP address -	VPC ID <a href="#">vpc-0eab608f621a76a2c (aws-controltower-VPC)</a>	Auto Scaling Group name -
IAM Role -	Subnet ID <a href="#">subnet-05931fa4b73fda7ef (public-subnet)</a>	
IMDSv2 Required	Instance ARN <a href="#">arn:aws:ec2:us-east-1:911167931173:instance/i-0461d4535da3cbef</a>	

[Details](#) [Status and alarms](#) [Monitoring](#) [Security](#) [Networking](#) [Storage](#) [Tags](#)

**Instance details** [Info](#)

Platform <a href="#">Amazon Linux</a>	AMI ID <a href="#">ami-0fff1b9a61dec8a5f</a>	Monitoring disabled
Platform details <a href="#">Linux/UNIX</a>	AMI name <a href="#">al2023-ami-2023.5.20241001.1-kernel-6.1-x86_64</a>	Termination protection Disabled
Stop protection Disabled	Launch time <a href="#">Sun Nov 03 2024 23:23:42 GMT+0700 (Indochina Time) (11 days)</a>	AMI location <a href="#">amazon/al2023-ami-2023.5.20241001.1-kernel-6.1-x86_64</a>
Instance auto-recovery	Lifecycle	Stop-hibernate behavior

# Lambda overview



The screenshot shows the AWS Lambda console editor interface. At the top, there's a navigation bar with the AWS logo, 'Services' dropdown, a search bar, and a message: 'You are using the old console editor.' Below the message are two buttons: 'Tell us why' and 'Switch to the new editor'. The main area has tabs for 'File', 'Edit', 'Find', 'View', 'Go', 'Tools', 'Window', 'Test' (which is selected), and 'Deploy'. On the left, there's a sidebar titled 'Environment' with a 'Go to Anything (Ctrl-P)' search bar and a file tree showing a folder 'JaymartChatbotFun' containing a file 'lambda\_function.py'. The code editor itself displays the contents of 'lambda\_function.py':

```
1 import json
2 import boto3
3 import time
4 from botocore.exceptions import BotoCoreError, ClientError
5 from datetime import datetime, timedelta
6 import uuid
7 import os
8
9 # Initialize AWS clients
10 s3 = boto3.client('s3')
11 bedrock = boto3.client('bedrock-runtime', region_name='us-east-1')
12 dynamodb = boto3.resource('dynamodb')
13 table = dynamodb.Table(os.environ.get('CONVERSATION_TABLE', 'JaymartConversations'))
14
15 # S3 configuration
16 BUCKET_NAME = 'jaymart-data'
17 CATALOG_KEY = 'products/test.json'
18 PAYMENTS_KEY = 'payments/test2.json' # New S3 key for payments data
19
20 def get_product_catalog():
21     """Fetch product catalog from S3"""
22     try:
23         response = s3.get_object(Bucket=BUCKET_NAME, Key=CATALOG_KEY)
24         return json.loads(response['Body'].read().decode('utf-8'))
25     except Exception as e:
26         print(f"Error fetching catalog from S3: {e}")
27         return {}
28
29 def get_payments_data():
30     """Fetch payments data from S3"""
31     try:
32         response = s3.get_object(Bucket=BUCKET_NAME, Key=PAYMENTS_KEY)
33         return json.loads(response['Body'].read().decode('utf-8'))
34     except Exception as e:
35         print(f"Error fetching payments data from S3: {e}")
36         return {}
37
38 # Base context without product data
39 BASE_CONTEXT = ""
40 # Jaymart Chatbot Instructions
41
42 Core Rules:
43 1. READ THE QUESTION CAREFULLY and answer EXACTLY what was latest asked .
44 2. Answer ONLY what is asked From Bot: onwards, no need to send it.
45 3. If you are asked to repeat something, do it exactly as it was asked.
```

At the bottom right of the code editor, there are status indicators: '1:1 Python Spaces: 4' and a gear icon. At the very bottom, there are buttons for 'Code properties' and 'Info'.

# DynamoDB overview

Screenshot of the AWS DynamoDB console showing the "Items returned (50)" list.

The left sidebar shows the "DynamoDB" navigation pane with the following sections:

- Dashboard
- Tables
- Explore items**
  - PartiQL editor
  - Backups
  - Exports to S3
  - Imports from S3
  - Integrations New
  - Reserved capacity
  - Settings
- DAX**
  - Clusters
  - Subnet groups
  - Parameter groups
  - Events

The main content area displays the "Items returned (50)" list with the following columns:

session_id (String)	history	last_updated
<a href="#">df1a6d0d-f73d-48df-b848-00f05c3...</a>	[{"M": {"user": {"S": "I looking for budget under 15000 from honor brand."}, "bot": {"S": "...}}]	2024-11-14T13:58:06.818034
<a href="#">5216b057-52db-48a7-9b9a-022d8c...</a>	[{"M": {"user": {"S": "Tell me Recommend Product from Apple Brand."}, "bot": {"S": "...}}]	2024-11-14T16:22:07.853909
<a href="#">fec524e0-5592-446a-879e-96f179a...</a>	[{"M": {"user": {"S": "How much does the Apple iPhone 16 cost?"}, "bot": {"S": "The ...}}]	2024-11-14T14:28:03.880280
<a href="#">62107506-52b9-456a-91d8-fed655...</a>	[{"M": {"user": {"S": "Recommend a mobile phone with a budget of 50000 baht"}, "bot": {"S": "...}}]	2024-11-14T21:14:03.197594
<a href="#">8e3385c8-1873-4ad6-85f7-d11b9e...</a>	[{"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello. How can I help you today?\nI can h...}}]	2024-11-14T13:32:56.480599
<a href="#">2466b5c8-44f8-4650-bc7b-af796c5...</a>	[{"M": {"user": {"S": "What are the installment plans for Samsung Galaxy A54 128GB?..."}}]	2024-11-14T21:00:43.813220
<a href="#">cbd449b4-e979-4b9d-b36b-b4ae5a...</a>	[{"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm...}}]	2024-11-14T13:52:06.914018
<a href="#">19550374-f8c4-4099-b730-463bba...</a>	[{"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "...}}]	2024-11-11T20:29:40.838796
<a href="#">fa0f594b-af0b-4828-aa5a-c653d46f...</a>	[{"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-13T06:55:06.547189
<a href="#">f14243e4-f645-4c9c-b83d-d0ce434...</a>	[{"M": {"user": {"S": "price."}, "bot": {"S": "Hello! Thank you for contacting Jaymart S..."}, "time..."}, {"M": {"user": {"S": "How much does the Samsung Galaxy s23 Ultra cost?"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "What are the installment plans for Samsung Galaxy A54 128GB?..."}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T14:44:33.791169
<a href="#">7b680f9e-0523-4bde-bc41-493450f...</a>	[{"M": {"user": {"S": "How much does the Samsung Galaxy s23 Ultra cost?"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "What are the installment plans for Samsung Galaxy A54 128GB?..."}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-12T15:24:35.134637
<a href="#">161d2fb7-b210-408c-8236-0d847c...</a>	[{"M": {"user": {"S": "How much does iPhone 16 Pro Max cost?"}, "bot": {"S": "Hello t..."}, "time..."}, {"M": {"user": {"S": "What are the installment plans for Samsung Galaxy A54 128GB?..."}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T17:49:00.112064
<a href="#">d6634908-be82-4cb1-858b-0c6ec2...</a>	[{"M": {"user": {"S": "Please recommend an Oppo mobile phone for a budget of 3000..."}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "How much does the Samsung Galaxy Z Fold6 price?"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T13:58:44.443391
<a href="#">4f4a3bba-4f83-4290-9576-059d56...</a>	[{"M": {"user": {"S": "How much does Samsung Galaxy Z Fold6 price?"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T20:47:38.003158
<a href="#">0c1e48e1-e318-48c6-b025-209182...</a>	[{"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?\nI can ..."}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T13:26:02.051794
<a href="#">2a2f6d7e-a820-4ade-9714-d40007...</a>	[{"M": {"user": {"S": "I'm looking for Apple brand under 30,000 Baht"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T10:34:15.275285
<a href="#">-fc70-20_2700_4e7_05e2_0ff75270...</a>	[{"M": {"user": {"S": "I'm looking for Apple brand under 30,000 Baht"}, "bot": {"S": "..."}, "time..."}, {"M": {"user": {"S": "Hello"}, "bot": {"S": "Hello! How can I assist you today?"}, "time..."}, {"M": {"user": {"S": "How much does the realme 13+ cost?"}, "bot": {"S": "The realm..."}, "time..."}, {"M": {"user": {"S": "I'm looking for something under 30,000 Baht with a good camer..."}, "bot": {"S": "..."}, "time..."}]}	2024-11-14T17:00:16.547621

# Amazon S3 overview



The screenshot shows the Amazon S3 console interface. The top navigation bar includes the AWS logo, Services menu, a search bar, and account information for "N. Virginia" and "Ice @ 9111-6793-1173".

The left sidebar contains the following navigation items:

- Buckets
- Access Grants
- Access Points
- Object Lambda Access Points
- Multi-Region Access Points
- Batch Operations
- IAM Access Analyzer for S3

Below these, there are sections for "Block Public Access settings for this account", "Storage Lens" (with sub-options for Dashboards, Storage Lens groups, and AWS Organizations settings), "Feature spotlight" (with a count of 7), and "AWS Marketplace for S3".

The main content area displays the "products/" folder within the bucket "jaymart-data". The "Objects" tab is selected, showing 17 objects. The table headers are Name, Type, Last modified, Size, and Storage class. The objects listed are:

Name	Type	Last modified	Size	Storage class
apple_products.json	json	November 14, 2024, 20:02:42 (UTC+07:00)	49.4 KB	Standard
Apple.json	json	November 14, 2024, 15:50:10 (UTC+07:00)	49.5 KB	Standard
catalog-1.json	json	November 14, 2024, 15:02:02 (UTC+07:00)	4.3 KB	Standard
catalog.json	json	November 15, 2024, 00:03:35 (UTC+07:00)	323.2 KB	Standard
cmf_by_nothing_products.json	json	November 14, 2024, 20:02:34 (UTC+07:00)	2.8 KB	Standard
honor_products.json	json	November 14, 2024, 20:02:35 (UTC+07:00)	22.6 KB	Standard
huawei_products.json	json	November 14, 2024, 20:02:36 (UTC+07:00)	12.2 KB	Standard
infinix_products.json	json	November 14, 2024, 20:02:36 (UTC+07:00)	10.8 KB	Standard
nothing_products.json	json	November 14, 2024, 20:02:37 (UTC+07:00)	5.5 KB	Standard

Actions buttons include Copy S3 URI, Copy URL, Download, Open, Delete, Actions (dropdown), Create folder, and Upload.

# JSON file on Amazon S3 overview

```
C:\Users\User\Desktop\Jchatbot> test.json > categories > smartphones > Samsung > Samsung_Galaxy_Z_Fold6 > models > 0 > options > 1 > storage
1  {
2    "categories": {
3      "smartphones": {
4        "apple": {
5          "iphone_16_series": {
6            "models": [
7              {
8                "name": "iPhone 16 Pro Max",
9                "options": [
10                  {
11                    "storage": "256GB",
12                    "price": 48900,
13                    "link": "https://jaymartstore.com/products/iphone-16-pro-max-256gb",
14                    "payment_plans": "iphone16_promax_256"
15                  },
16                  {
17                    "storage": "512GB",
18                    "price": 56900,
19                    "link": "https://jaymartstore.com/products/iphone-16-pro-max-512gb",
20                    "payment_plans": "iphone16_promax_512"
21                  }
22                ],
23                "features": [
24                  {
25                    "screen_size": "6.9 inch",
26                    "chip": "A18 Pro chip",
27                    "display": "Super Retina XDR display",
28                    "charging": "USB-C",
29                    "battery": "Up to 33 hours",
30                    "weight": "227g"
31                  }
32                ]
33              },
34              {
35                "name": "iPhone 16",
36                "options": [
37                  {
38                    "storage": "128GB",
39                    "price": 29900,
40                    "link": "https://jaymartstore.com/products/iphone-16-128gb",
41                    "payment_plans": "iphone16_128"
42                  },
43                  {
44                    "storage": "256GB",
45                    "price": 33900,
46                    "link": "https://jaymartstore.com/products/iphone-16-256gb",
47                  }
48                ]
49              }
50            ]
51          }
52        }
53      }
54    }
55  }
```



WHY  
MUST  
BE  
CHATBOT?





The Global Hacker

# COMPETITIVENESS

# COMPETITIVENESS

## Line OA

Chatbot มีความยืดหยุ่นในการตอบคำถามมากกว่า สามารถช่วยเพิ่ม User Experience ได้ ต่างจาก line OA ที่ตอบข้อความที่ตั้งค่าไว้ล่วงหน้า

## Jaymart Website

Chatbot ลดความซับซ้อนจากการค้นหาข้อมูลบน Jaymart Website ทำให้เข้าใจได้ง่ายขึ้น และลูกค้าสามารถบอกรายการต้องการกับ chatbot ได้เลย

## Customer Focus

ข้อมูลจาก statista พบว่าประมาณ 60% ของกลุ่มคนช่วงอายุ 25-34 ปี มีการใช้แท็บบันเว็บไซต์กีฬายืนค้า

## AI Chatbot trend

ปัจจุบันมีหลายบริษัทที่ใช้ chatbot ในการช่วยตอบคำถามลูกค้าเพื่อเพิ่มประสิทธิภาพและลดต้นทุนแรงงาน



## DIRECT BENEFIT

- เพิ่มประสิบการณ์การใช้งานของลูกค้า
- เพิ่มประสิทธิภาพการขาย
- ลดต้นทุนแรงงาน
- แสดงภาพลักษณ์แบรนด์ที่มีความกันสมัย

## INDIRECT BENEFIT

- เพิ่มยอดขายให้บริษัท
- ลดข้อผิดพลาดจากมนุษย์
- การสร้างฐานลูกค้าที่ภักดีต่อแบรนด์

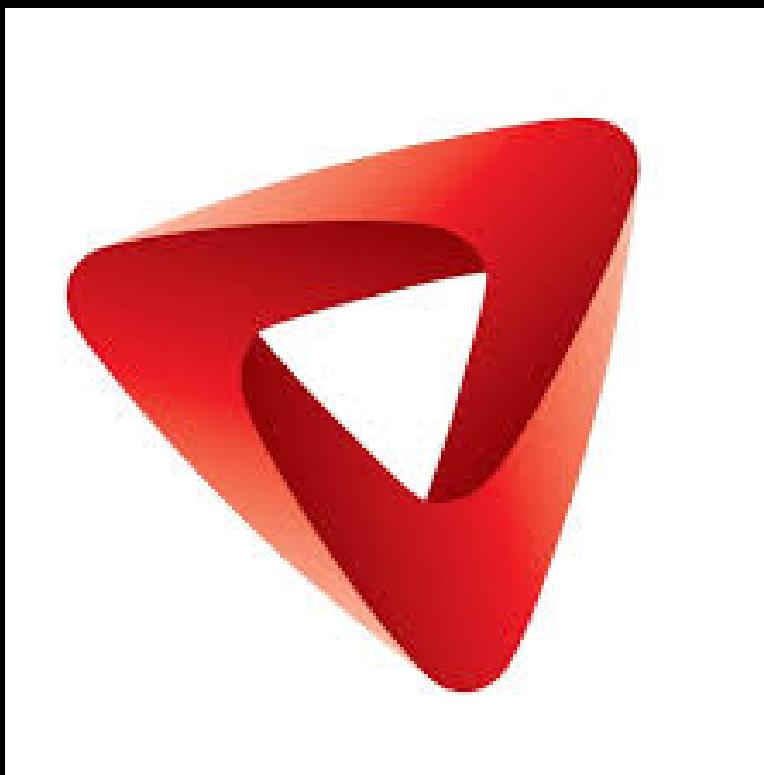




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# Product Accessibility

# Where



Website



Line Official Account

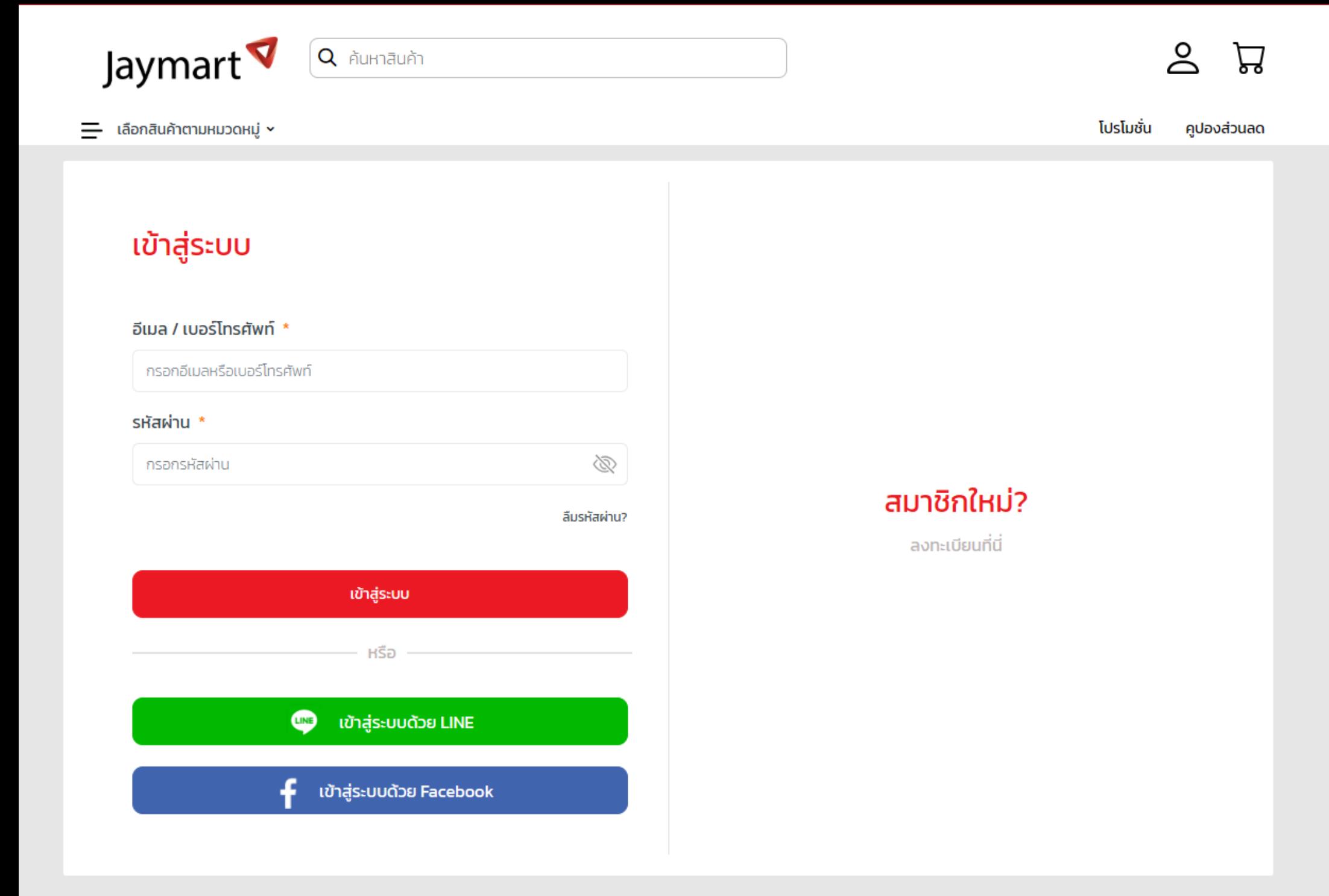


Facebook Page



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# Future Work



# JID Account

# BUSSINESS CANVAS

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## Key Partnerships

- AWS
- บริษัทที่ให้ความช่วยเหลือในการประชาสัมพันธ์และโปรโมต
- บริษัทที่ให้ความช่วยเหลือในการสนับสนุนลูกค้า

## Key Activities

- การพัฒนาและปรับปรุง Chatbot
- การประชาสัมพันธ์และโปรโมต Chatbot
- การให้ความช่วยเหลือและสนับสนุนลูกค้า

## Key Resources

- ข้อมูลลูกค้า
- AWS
- human resources
- Developer Team
- Support Team

## Value Proposition

- แนะนำสินค้าใหม่ให้กับลูกค้า
- เปรียบเทียบสินค้าต่างๆ เพื่อช่วยให้ลูกค้าตัดสินใจได้ง่ายขึ้น
- ให้ความรู้เกี่ยวกับการใช้งานสินค้า
- ให้คำแนะนำเรื่องการผ่อนจ่าย

## Customer Relationship

- การให้ความช่วยเหลือแบบส่วนตัวผ่านกิมสนับสนุนลูกค้า
- การให้ลูกค้าสามารถใช้งาน Chatbot ได้เองผ่านเว็บไซต์หรือแอปพลิเคชัน
- การสร้างชุมชนออนไลน์เพื่อแลกเปลี่ยนความรู้และประสบการณ์

## Channels

- Our website
- Social media
- Direct Sales

## Cost Structure

- ค่าใช้จ่ายในการพัฒนาและรักษา Chatbot
- ค่าใช้จ่ายในการประชาสัมพันธ์และโปรโมต
- ค่าใช้จ่ายในการให้ความช่วยเหลือและสนับสนุนลูกค้า

## Customer Segments

- ธุรกิจที่ต้องการใช้ Chatbot เพื่อเพิ่มประสิทธิภาพในการติดต่อกับลูกค้าและเพิ่มยอดขาย
- อุตสาหกรรมที่มีความต้องการในการเพิ่มประสิทธิภาพในการติดต่อกับลูกค้า เช่น อุตสาหกรรมร้านค้าปลีก, อุตสาหกรรมอิเล็กทรอนิกส์, อุตสาหกรรมแฟชั่น

## Revenue Streams

- Subscription Fees
- Setup Fees
- Customization Fees

# MEET THE TEAM



นายสิปชินน์  
เครือครี



นางสาวพลอยสิริ  
ประครองใจ



นางสาวจิตาภา  
เรียงวิไลกุล



นายนนทวัช  
ผ่องศรีนวล



นายแอนฟอลด์  
วาซัน



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# PITCH DECK

Revolutionizing Jaymart's Sales with  
Chatbot Technology

Present by The Global Hacker



GenAI Hackathon Powered by AWS