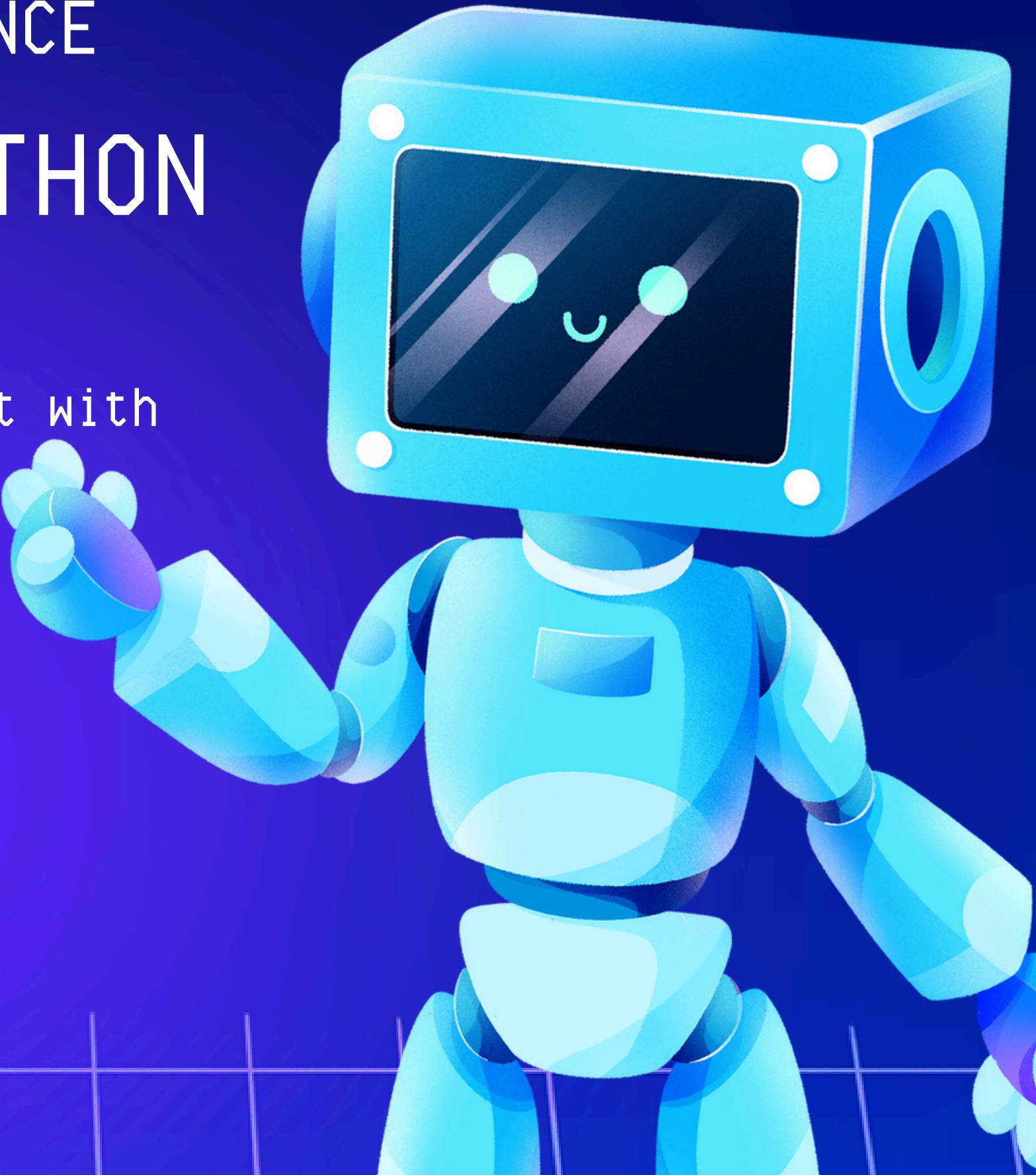


ARTIFICIAL INTELLIGENCE GROCLAKE AGENTATHON

Title: Revolutionizing E-Commerce Customer Support with
AI Voice Calling

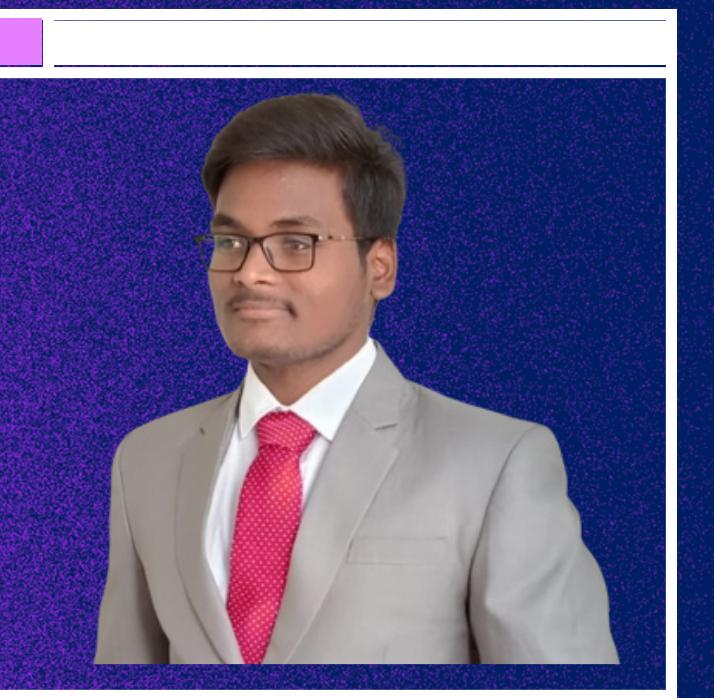
Team Name: Drastic Innovators



MEET THE TEAM



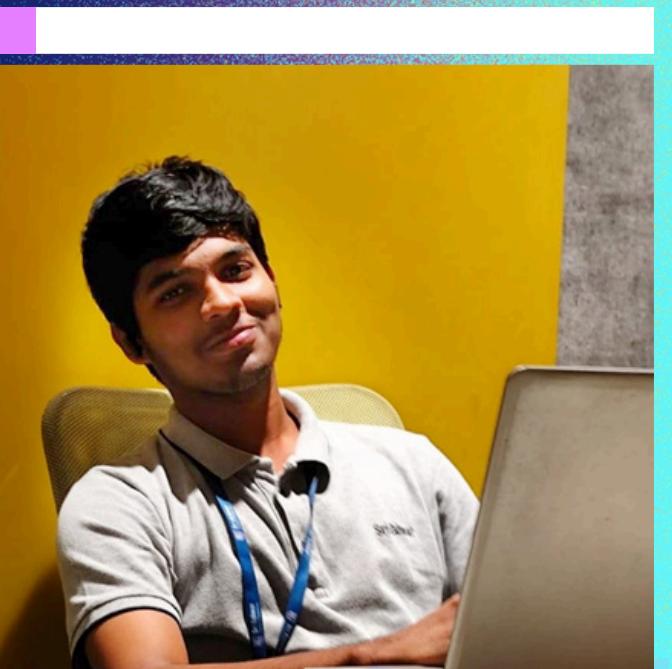
Logabaalan RS



Barath Raj P



Karthikeyan M



Arun Kumar R



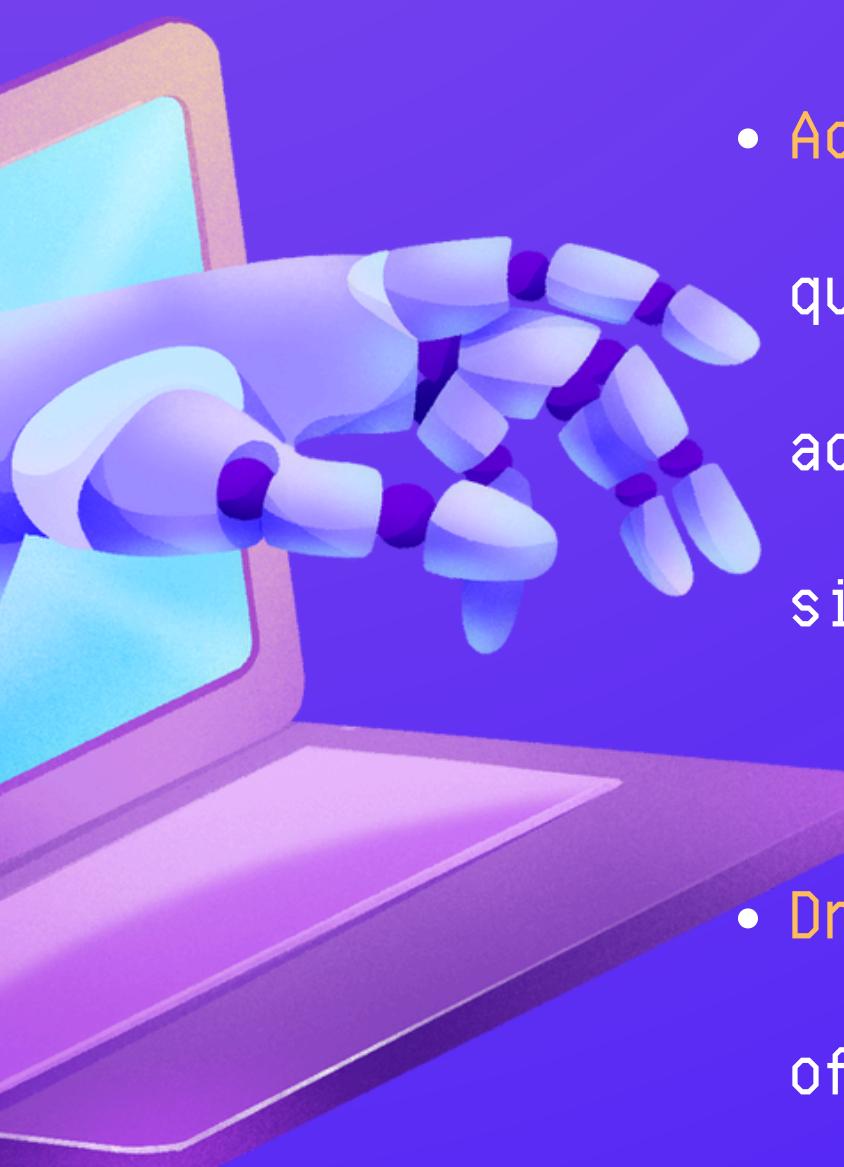
Drastic Innovators

THEME

E-Commerce

"AI-Powered Voice Assistance: Revolutionizing E-Commerce Customer Support"

Reason for Choosing This Theme

- 
- **Addressing a Real-World Challenge:** The growing complexity and scale of customer queries in e-commerce demand innovative solutions. Our AI Voice Calling system addresses this by providing scalable, efficient, and cost-effective customer support, significantly improving user experience.
 - **Driving Innovation in E-Commerce:** Leveraging AI technology for voice interactions offers a unique and forward-thinking approach, aligning with the evolving needs of the e-commerce industry and enhancing the competitive edge of businesses.

OBJECTIVES

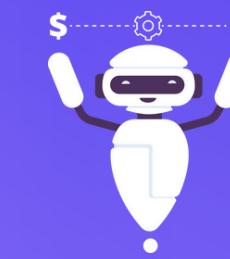
PROBLEM



The Challenge in E-Commerce Customer Support

- **Scalability Issues:** Millions of customers require support, but e-commerce companies have limited customer care teams.
- **Complexity:** Managing diverse queries such as product inquiries, delivery issues, returns, and damages is time-consuming and resource-intensive.
- **Impact on Business:** Poor customer support leads to decreased user satisfaction, impacting sales and brand loyalty.

SOLUTION



AI Voice Calling for Customer Support

- **AI-Powered Assistance:** AI handles customer calls, reducing dependency on human agents.
- **Resource Optimization:** Efficiently utilizes company resources to resolve customer queries.
- **Comprehensive Support:** Provides support for product inquiries, delivery status, damage and returns, and more.

Key Features



What Makes Our Solution Unique?

- **AI Voice Interaction:** Human-like conversational AI provides seamless support.
- **Database Integration:** Connected to the e-commerce platform for real-time data access.
- Product information
- Delivery tracking
- Return and refund processing
- Damage claims
- 24/7 Availability

GROCLAKE

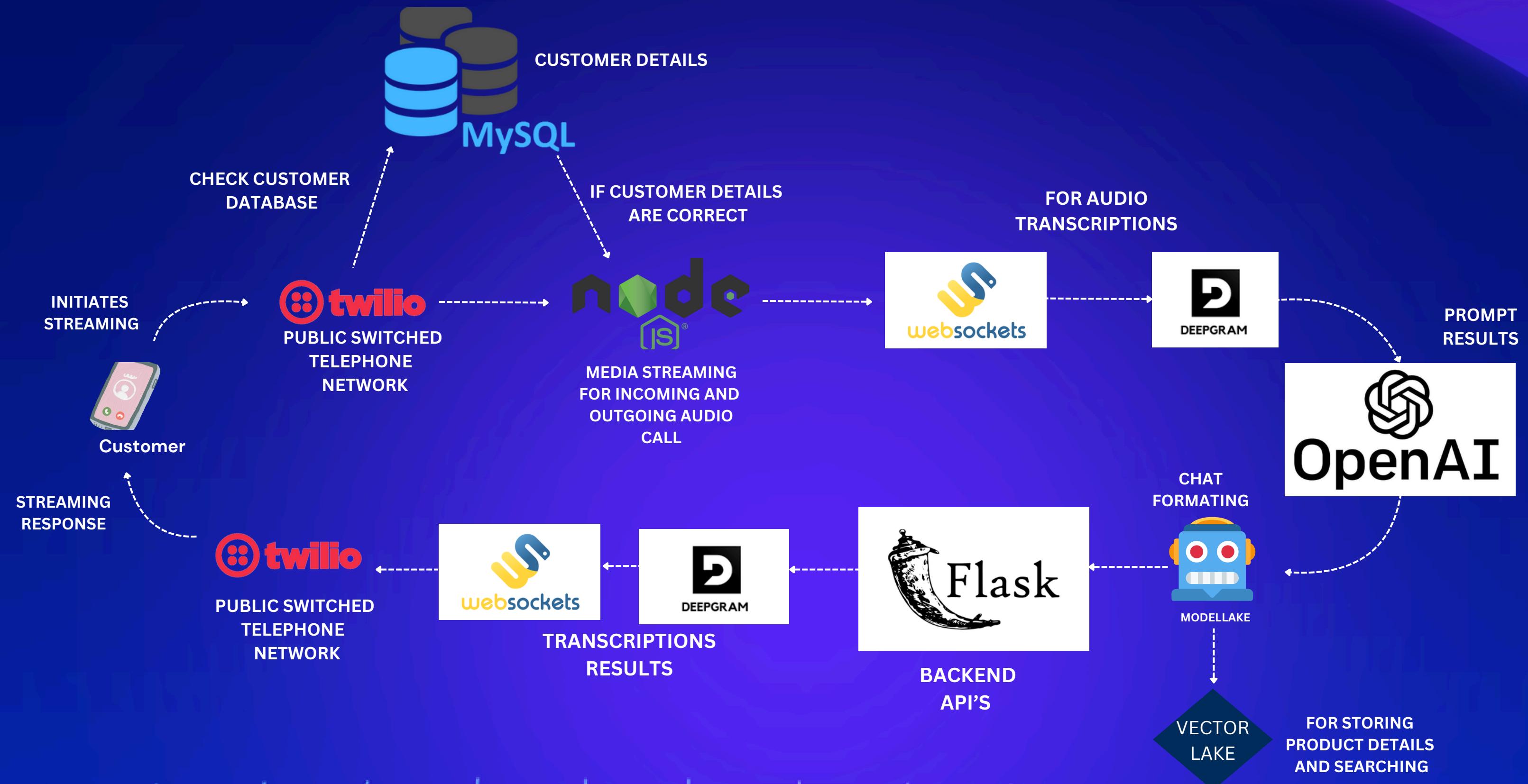
Understanding of GrocLake Tools:

- **GrocLake** is a unified AI-powered infrastructure for commerce automation, integrating tools like CatalogLake, VectorLake, ModelLake, DataLake, ONDCLake, and AppLake to simplify workflows, enable intelligent operations, and boost scalability. It streamlines processes like catalog management, semantic search, LLM operations, and multi-platform integration.

Approach Using GrocLake Tools:

- We will leverage CatalogLake for centralized catalog management, VectorLake for personalized recommendations, ModelLake for conversational AI features, and DataLake for efficient document handling. ONDCLake will connect us to the ONDC network, while AppLake will ensure seamless integration with e-commerce platforms and service providers.

INTEGRATION WITH GROCLAKE



QUESTION AND SUGGESTION

Questions

(01)

- How will the system ensure scalability and handle sudden spikes in customer queries using GrocLake tools?
- What measures are in place to secure customer data and ensure compliance with privacy regulations?

Suggestions

(02)

- Implement a fallback mechanism to escalate unresolved AI queries to human agents for better customer support.
- Use DataLake to store interactions and train AI models continuously, improving response accuracy over time.

THANK YOU !

ai grockake

