Improving Customer Experience in Retail Chains through AI Chatbots

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**ABSTRACT**

**ACKNOWLEDGEMENT**

I might like to take advantage of this opportunity to express my gratitude to my family for continuing to support me when I departed for this training session. The people that were challenged had prior familiarity with it. was fueled by their unwavering assistance in seeing that I completed my tasks.

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**RESEARCH PART (PART I)**

1. Introduction
   1. Background

Customer service has emerged as one of the most important elements in building trust and loyalty in the continually changing retail industry. Artificial intelligence (AI) chatbots are replacing conventional means of client connection because they are more effective and affordable. These AI chatbots have the power to completely change how businesses connect with their customers by delivering individualized experiences, cutting expenses, and boosting productivity.

AI chatbots have been effectively incorporated into retail operations by companies like H&M and Tommy Hilfiger, creating a standard for other companies to follow. However, a lot of these solutions rely on external APIs, which might limit system control and provide security threats.

* 1. Purpose

The purpose of this study is to create and deploy a self-hosted AI chatbot prototype for Jumpstart, a retailer. The chatbot will be created using the AI model LLaMA 2, and it will assist customers in their shopping experience by giving them advice in terms of available products and making up their minds as to picking the best product for them.

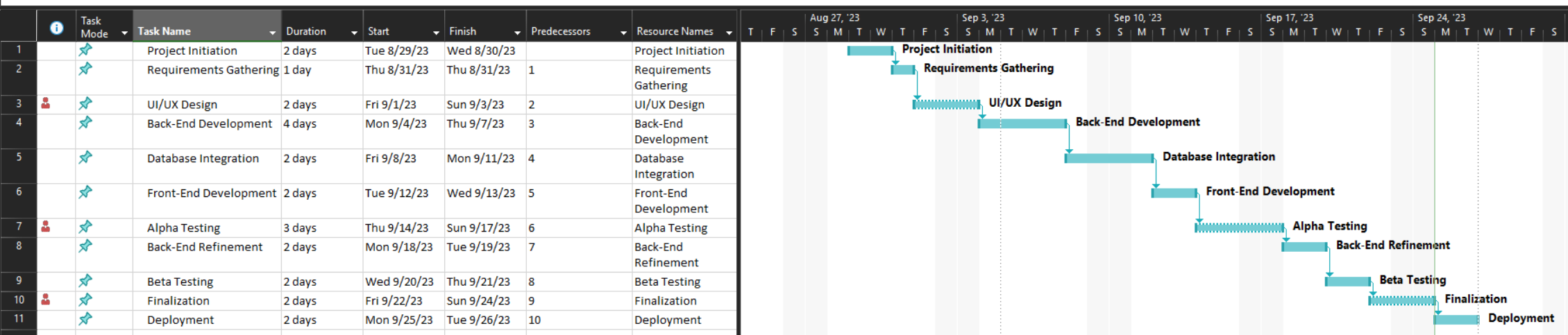
This initiative has two objectives. It first seeks to improve customer service by offering a tailored and effective form of engagement. Second, it self-hosts the chatbot to restrict access to only those participating in the project, to guarantee higher security, trust, control, dependability, and system lockdown.

Through user testing, the efficacy of the chatbot will be assessed, and feedback and analytics will be examined to gauge consumer happiness, engagement, and loyalty. This study has the potential to alter how Jumpstart communicates.

1. Literature Review
2. Research Plan
   1. Research
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   3. Gantt Chart and Work Breakdown Structures (WBS)
      1. Gantt Chart

A screenshot of a computer

Description automatically generated



1. Research Methodologies

Research techniques are the foundation of any scientific investigation because they offer a methodical means of addressing research issues. They are essential to the planning of a research project and include a range of methodologies and strategies for data gathering and analysis.

Here are some of the Research Methodologies performed during this study:

a. Observations

1. Research Approaches
   1. Qualitative Research
   2. Quantitative Research
   3. Mixed Research Approach
2. Research Design
3. Research Conduct and Analysis