**Sales Pitch**

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| **Learner Declaration** |
| I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.  Student Signature: Francis Roel L. Abarca Date: 09/19/2023 |

# **Introduction:**

# Greetings! I am Francis Roel, a proud representative of Jumpstart. Our company is passionately committed to revolutionizing customer experiences within retail chains. We've noticed your keen interest in enhancing your customer service, and we're excited to present a solution that aligns perfectly with your goal.

# **Pain Points:**

# Here are the main pain points for this project:

# Efficiency: In the fast-paced and ever-evolving world of retail, delivering efficient and personalized customer service is a significant challenge. Retail businesses are expected to cater to a wide array of customer needs, preferences, and expectations. Meeting these diverse requirements in a timely and effective manner can often be a daunting task. This challenge is further amplified during peak shopping seasons when customer inquiries and demands are at their highest. The machine used for this project consumes just 35W of power when underload which equates to $8.64/month in power costs. The performance of this machine aims to reach the best possible minimum performance for this project and aim for the most efficient platform possible.

# High Operational Costs: The retail industry is frequently plagued with high operational costs. These costs can stem from various sources such as inventory management, staffing, logistics, rent, utilities, and technology upgrades. Balancing these costs while maintaining competitive pricing for customers can be a delicate and difficult task, affecting the overall profitability of the business.

# Service Delivery Inefficiencies: Service delivery inefficiencies are another major pain point in the retail industry. These inefficiencies can manifest in various forms such as long checkout lines, slow response to customer inquiries, lack of personalized service, and inadequate after-sales support. These issues can lead to customer dissatisfaction and negatively impact the brand’s reputation.

# Achieving Desired Outcomes: Retail businesses often face challenges in achieving specific outcomes. These outcomes could range from improving customer loyalty, increasing sales, expanding market share, to introducing new products successfully. Despite having strategic plans in place, external factors such as market competition, changing consumer behavior, and economic fluctuations can pose hurdles in achieving these desired outcomes.

# Business Growth: The challenges can collectively hinder the growth of your business. They can limit the business’s potential to expand into new markets, introduce new product lines, and attract new customer segments. This stagnation can result in lost opportunities and reduced competitiveness in the market.

# Customer Satisfaction: Ultimately, all these factors can affect customer satisfaction, which is the cornerstone of success for any retail business. In today’s customer-centric market, businesses that fail to meet or exceed customer expectations risk losing their customer base to competitors. Therefore, maintaining high levels of customer satisfaction is not just a goal, but a necessity for survival and success in the retail industry.

# **Solution:**

# To combat these challenges, we offer an innovative solution - an AI chatbot specifically designed to enhance customer experience in retail chains. This chatbot is equipped to manage customer inquiries, provide detailed product information, and even facilitate transactions. It's not just a tool, but a virtual assistant that works round the clock to ensure your customers receive the best service possible. Our solution is backed by extensive data and case studies that validate its effectiveness.

# **Unique Value Proposition:**

# What truly distinguishes our AI chatbot from others in the market is its ability to integrate flawlessly with your existing systems. This seamless integration allows for a smooth transition and minimal disruption to your operations. But our chatbot offers more than just handling customer inquiries - it's about transforming the entire customer journey, making each interaction with your brand a memorable experience.

Our chatbot implementation is designed to be self-hosted and as efficient as possible. We set out to use a Beelink Mini PC as the main AI machine for this consisting a 2-year-old Zen 3 based AMD Ryzen 7 5800H CPU, 16GB of DDR4 RAM and 512GB of SSD space. This system costs roughly around $300 USD and consumes only 35W of power. Compared to relying on OpenAI’s GPT-4 implementation, this saves the company over $169.1 every 5 years.

# **Objection Handling: Chatbot Implementation and Utilization**

# You might be contemplating the cost implications and the return on investment of implementing such a solution. Our AI chatbot is designed with cost-effectiveness at its core. It reduces the need for additional customer service staff, thereby lowering operational costs. Moreover, it enhances efficiency by handling multiple customer interactions simultaneously. But the benefits don't stop there. Our chatbot is designed to foster customer loyalty, a key factor that can lead to increased sales over time.

In the aspect of usability, the study of Adam et. al (2021) shows that chatbots when performing verbal tasks to end users has successfully shown that end users can comply with the same outputs as a chatbot as with an ordinary human would. Their study also shows how most artificial intelligence chatbots also tend to fail to meet customer expectations due to their early widespread implementation.

Now with Meta’s new LLaMA 2 implementation according to Touvron et al. (2023), LLaMA 2 aims to improve the issue of chatbots tending to fail meeting customer expectations. LLaMA 2’s new engine in the new MMLU Benchmark proves that it’s on par with GPT-3.5 which is the industry standard and only has less models to work with.

Because of this, we switched to self-hosting LLaMA 2 and using it for our chatbot to ensure great user experience for users and we are only using the 7B model size for the project to ensure speed and resource efficiency.

# **Call to Action:**

We are eager to demonstrate how our AI chatbot can revolutionize your retail chain. Let's schedule a demo so you can witness its capabilities firsthand. We appreciate your consideration of Jumpstart as your potential partner in elevating customer experience. Together, we can redefine retail customer service and set new industry standards. Thank you.

# **References:**

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