

ENHANCING CUSTOMER
EXPERIENCE



whatBought

A Chatbot based on WhatsApp Platform

The Power of Social Media

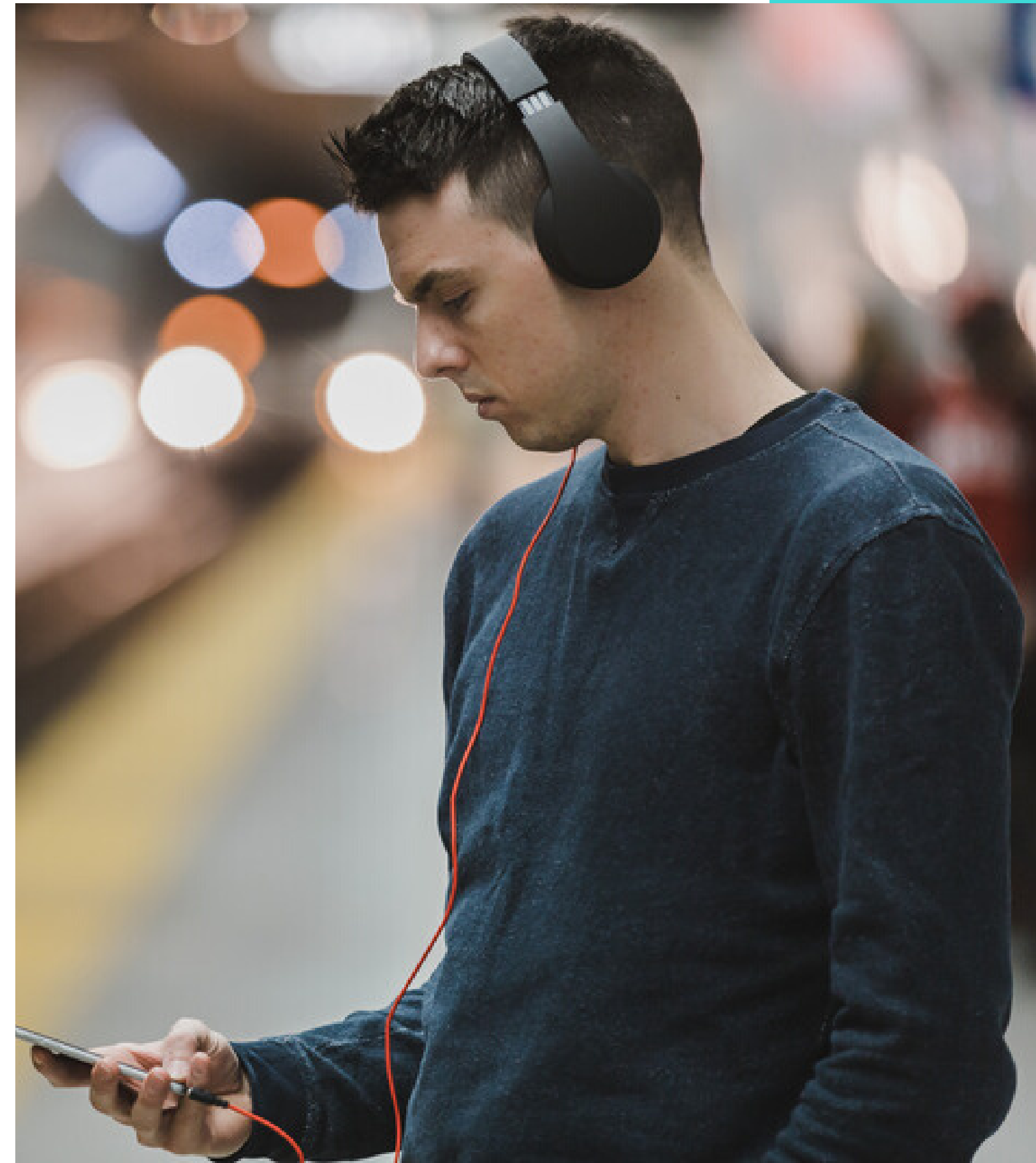
Build a conversational solution that enables customers to discover and order products.

Problem Statement



whatBought

whatBought is a WhatsApp based chatbot which will help customers to search for products from Lowe's website. It will also enable them to place orders from the website.





FAMILIARITY

Millions of users are using whatsapp at present across the globe. They will get a personalized touch.



LARGE REACH

WhatsApp population is growing day by day country by country.



SIMPLICITY

No complex menus and interfaces. No array of options. Just one text will do the job



CONVENIENT FOR DIFFERENTLY ABLED

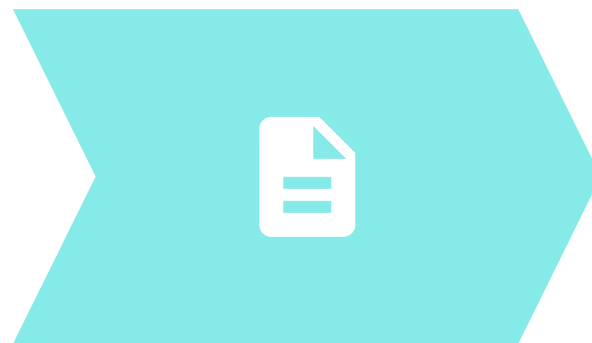
Those who cannot type can make use of Google voice assistant to convert speech to text and send the text thereafter.

Advantages of whatBought

SOLUTION FLOW

***Assumption: whatBought contact number is made available to public**

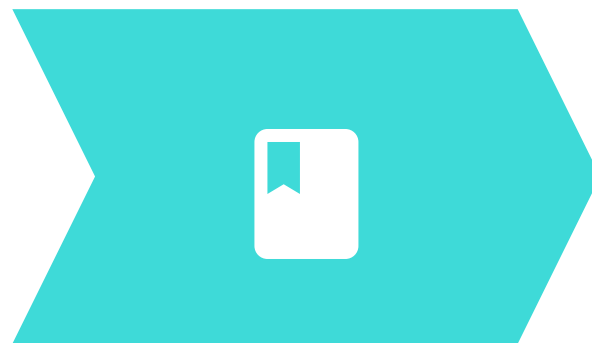
1 - Beginning of Interaction



Customer sends a Code to designated Mobile Number via WhatsApp.

Code: join closer-wood

2 - Acknowledgement



whatBought responds through an acknowledgement message

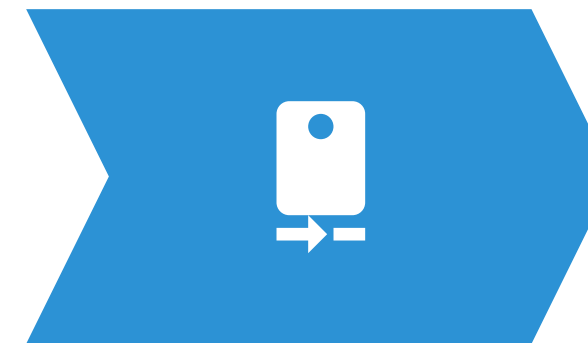
3 - Search for Products



Customer enters the product search query in a way as if he/she is talking to a normal person. Basically, customer texts in WhatsApp.

Eg: "Do you have Egyptian Tiles ?"

4 - Browse the Products



whatBought responds back with a list of products and their corresponding details (title, ratings, image, URL etc.)

Eg: "I want to see more"

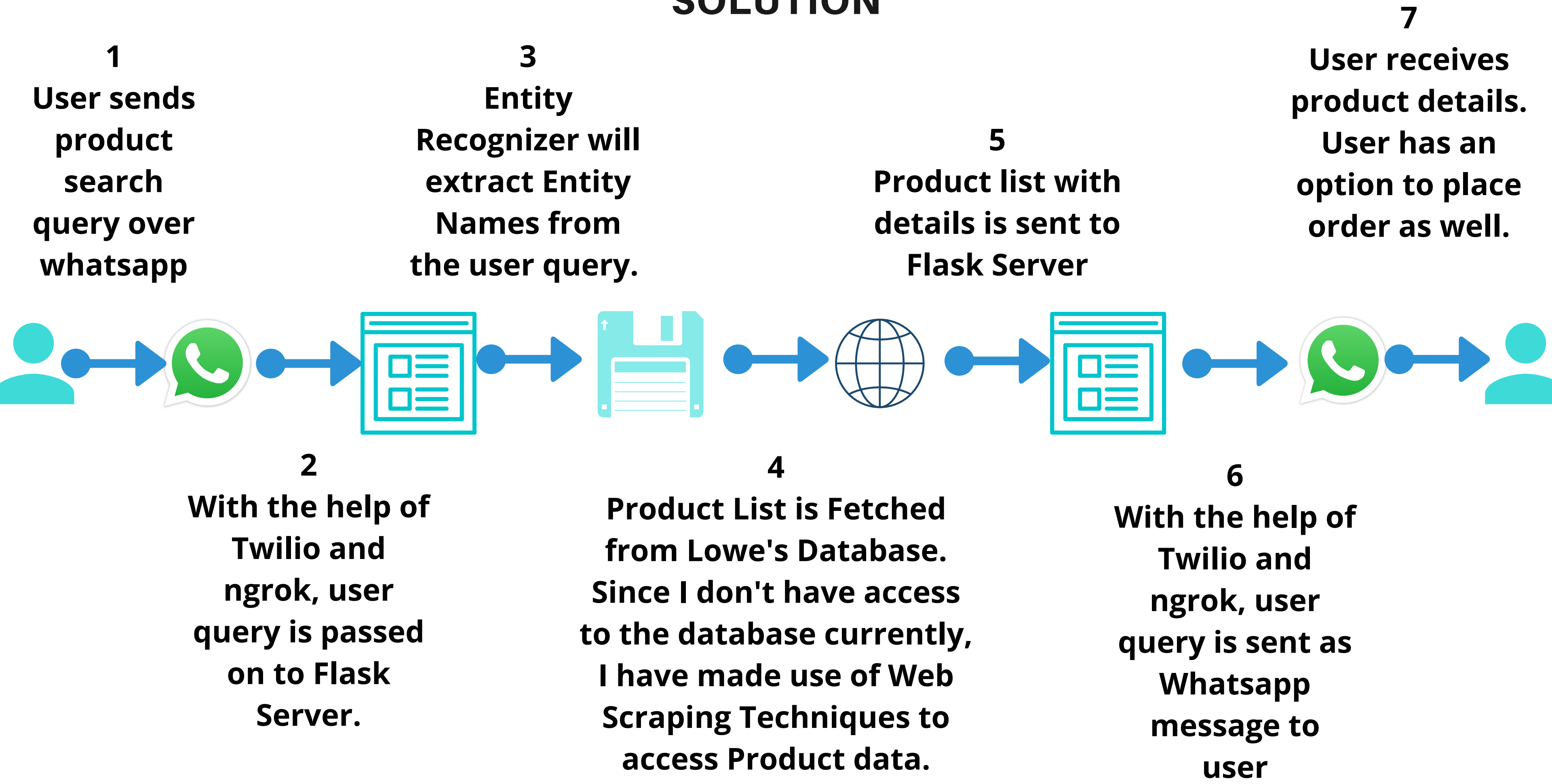
5 - Place the Order



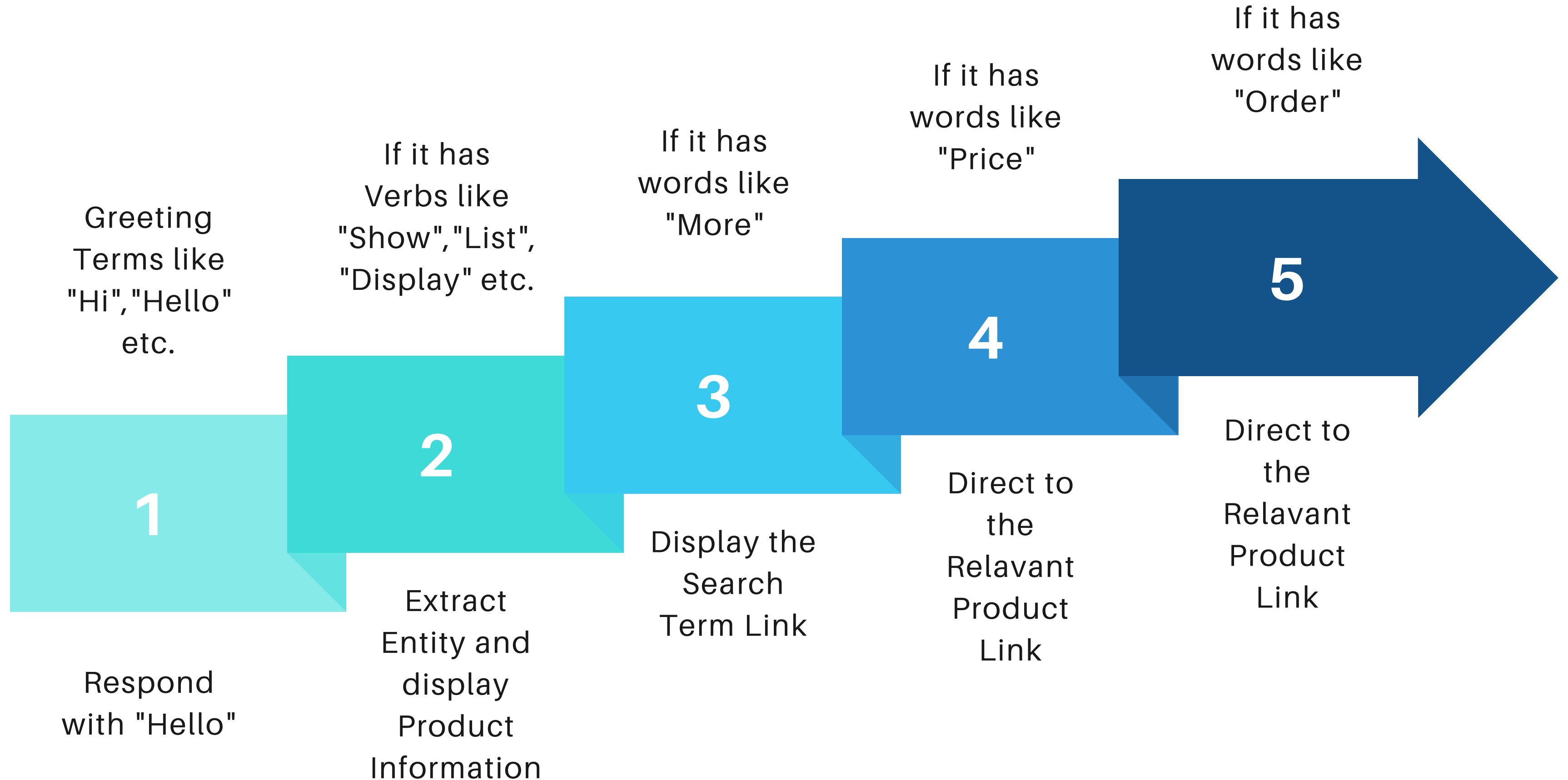
Customer also has an option to order the products

Eg: "I want to order"

ARCHITECTURE OF THE SOLUTION



EXTRACTING KEY TERMS



EXTRACTING ENTITY NAMES

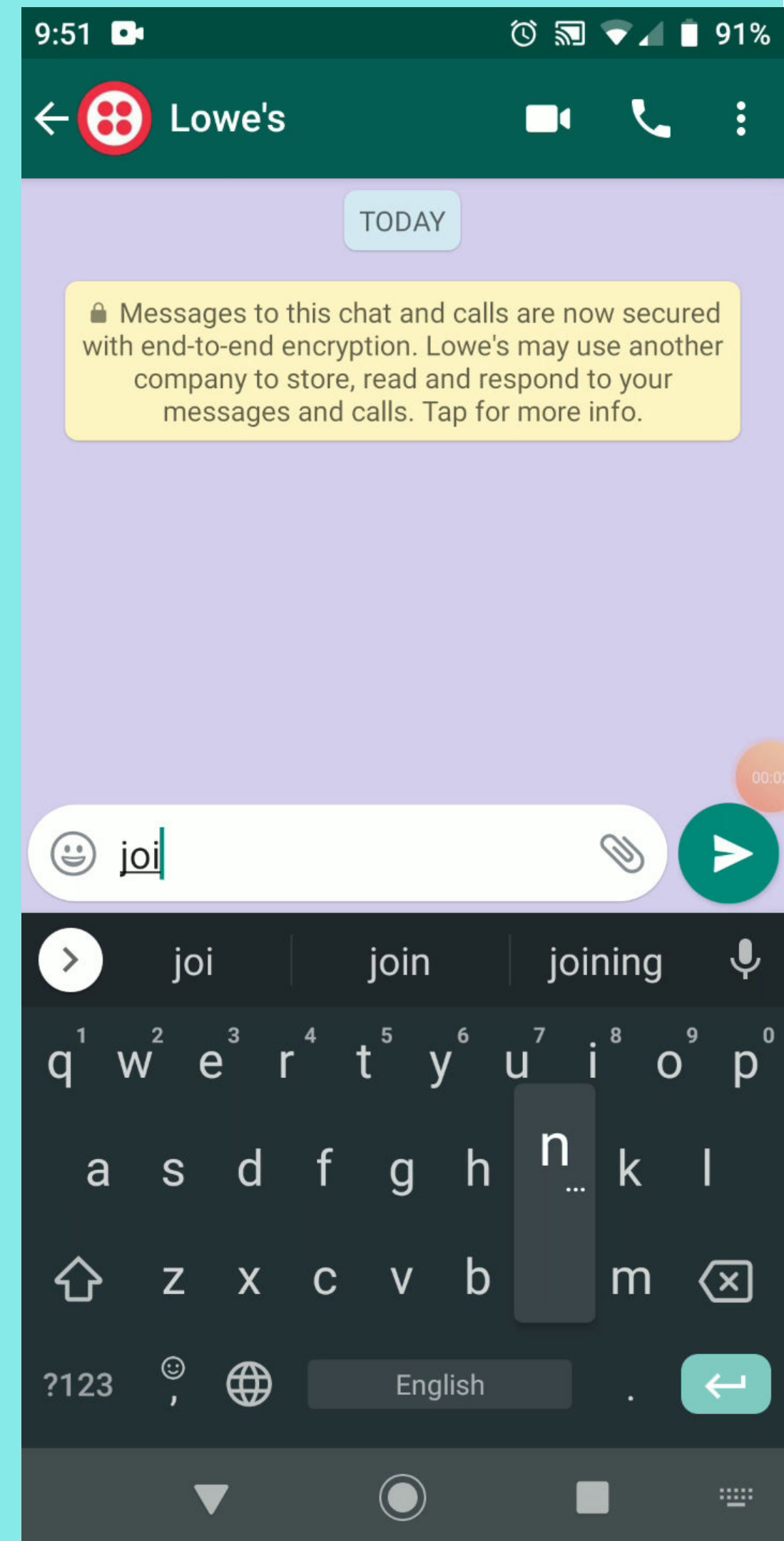
Input: "I want an Egyptian Tile"



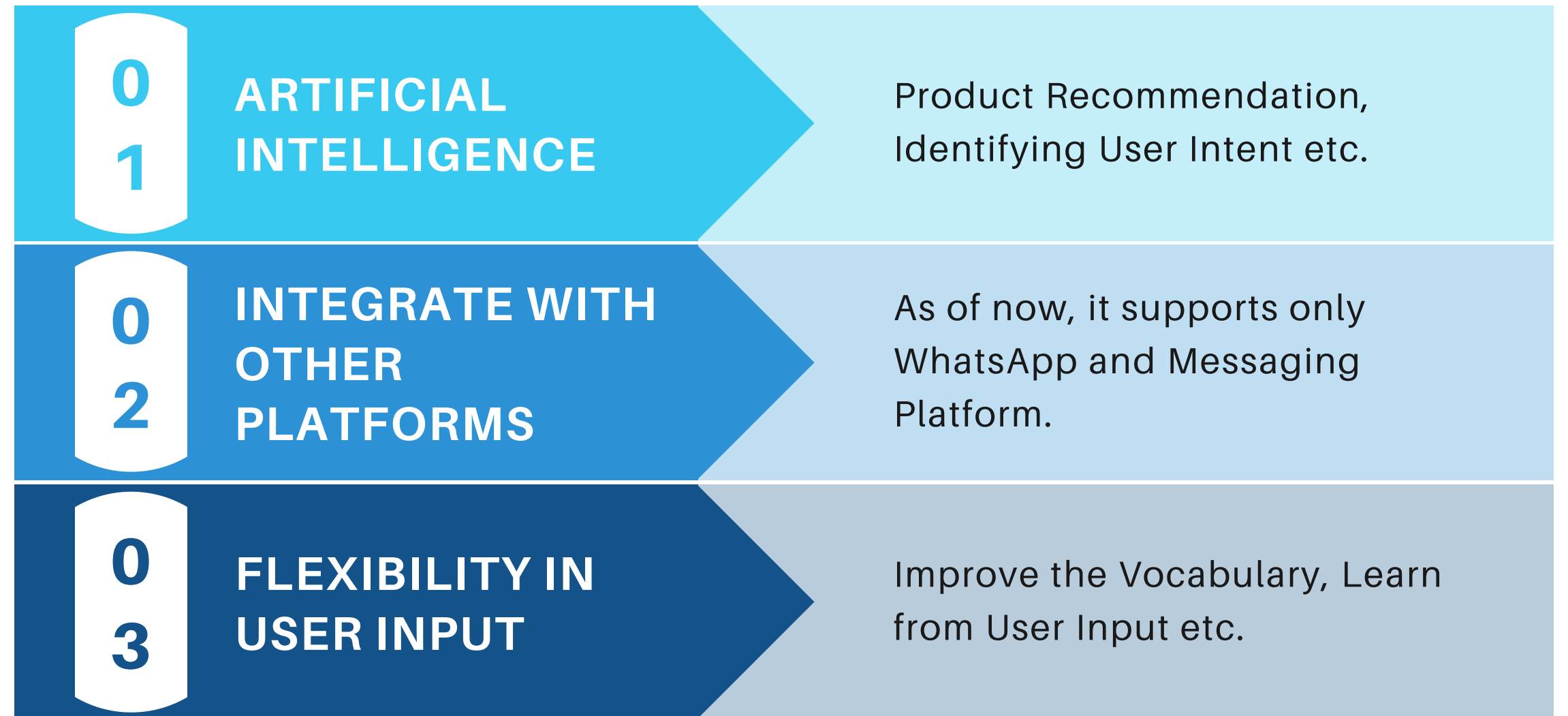
Please Click the Following Link to Play the Video:

<https://drive.google.com/open?id=1uw3a4Y3hMNzFz8NYxLwTNfXyXfBYprNN>

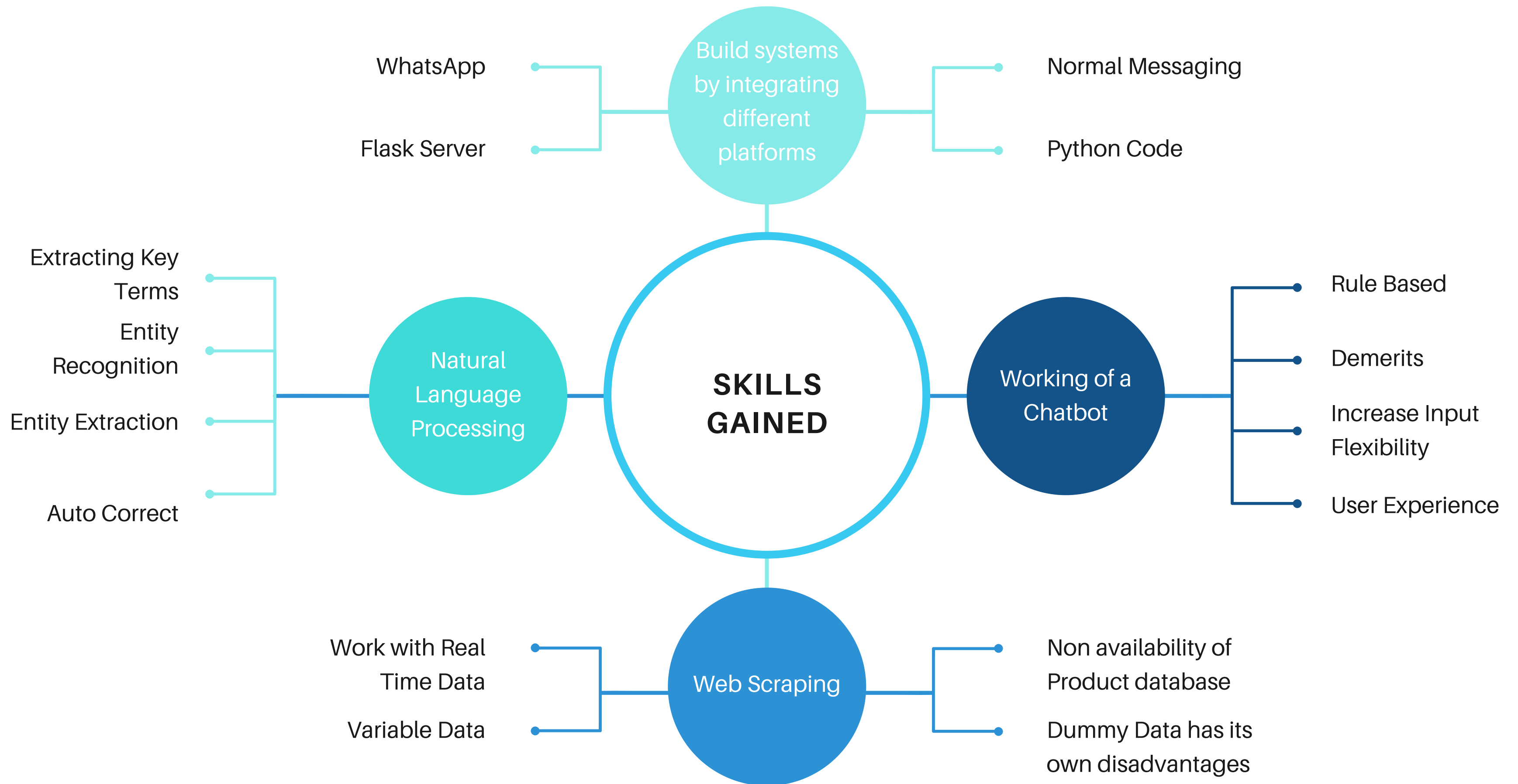
Prototype Video

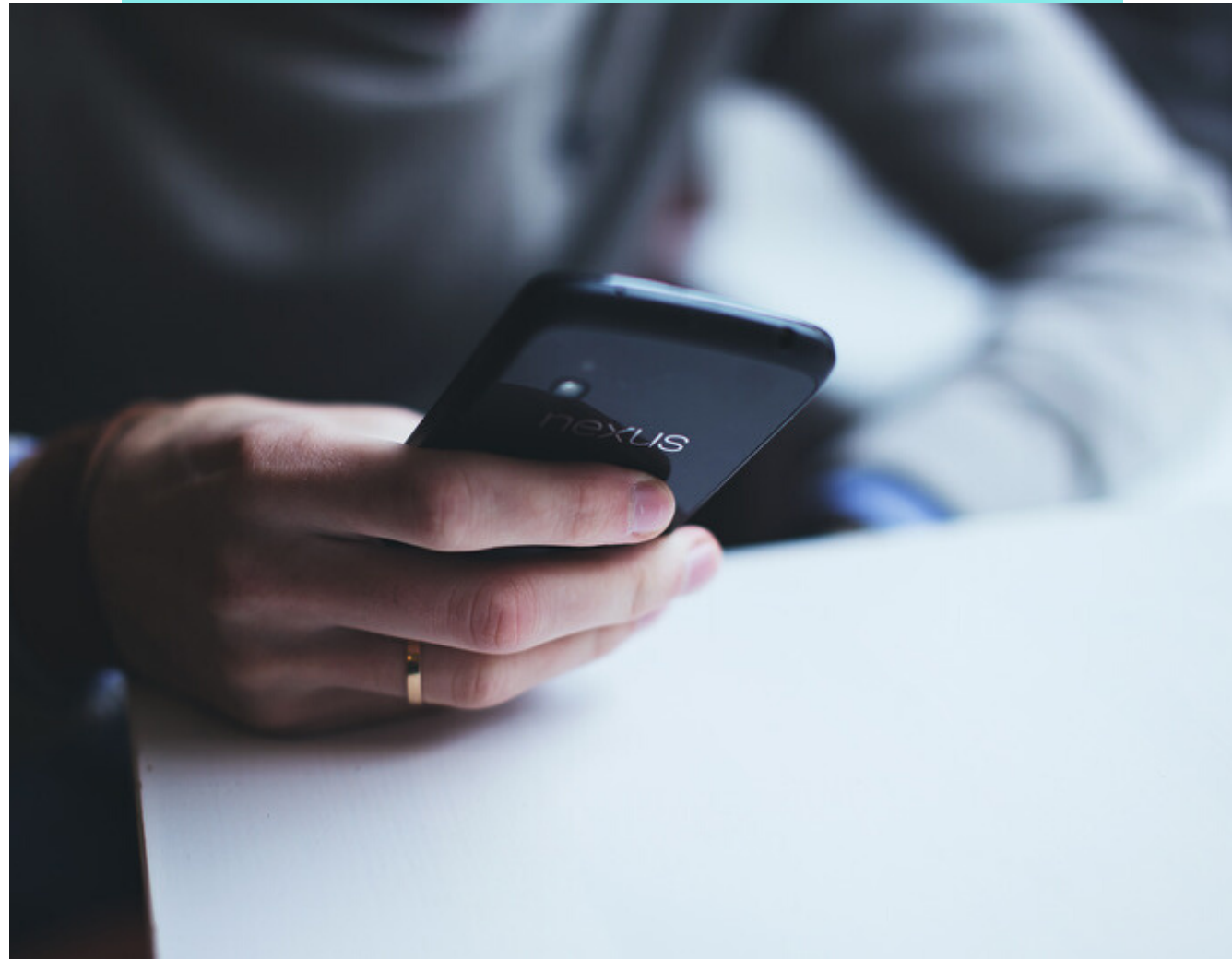


Future Works









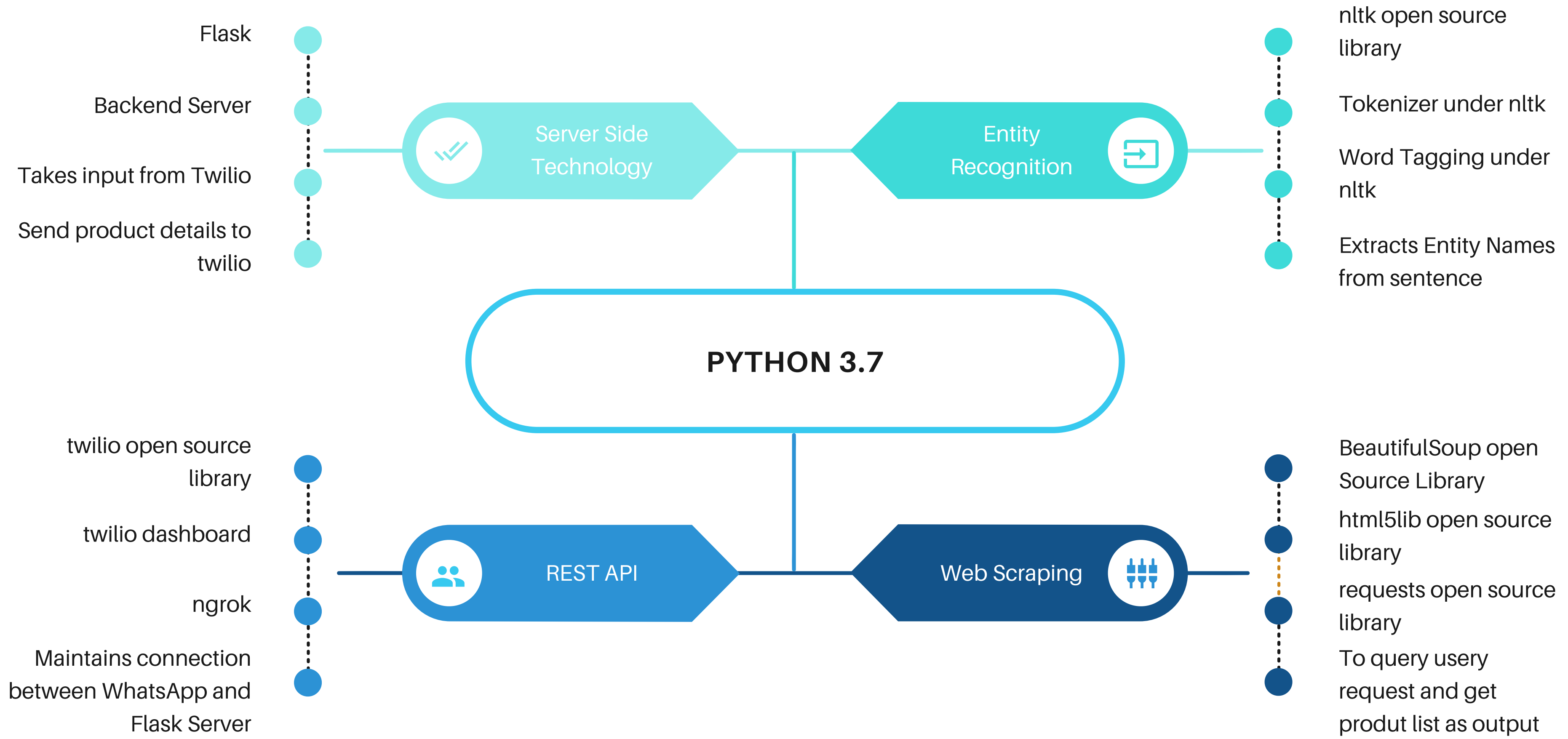
Thank You

Appendix

SOFTWARE SPECIFICATIONS

- Ubuntu 16.04 and above
- Python 3

TECHNOLOGY STACK



ARCHITECTURE OF THE SOLUTION

