

❖ Chatbot Design Document for Toutche's Customer Support

1. Overview of the Chatbot's Main Features and Capabilities

The proposed chatbot for Toutche's customer support is an AI-driven assistant designed to enhance the customer experience by offering 24/7 support across various touchpoints, including product information, order management, technical support, and general inquiries. This chatbot will handle repetitive tasks, improve response times, and reduce the load on human support teams.

Key Features:

- **Natural Language Processing (NLP):** The chatbot will utilize NLP to understand and respond to customer queries in a conversational manner.
- **Multichannel Support:** It will be available across the website, mobile apps, and potentially messaging platforms like WhatsApp or Facebook Messenger.
- **Order Tracking:** Customers will be able to check the status of their orders, expected delivery dates, and shipping information using their order number or email.
- **Product Recommendations:** The chatbot will assist customers in selecting e-bikes based on their preferences (e.g., range, price, features) by providing tailored recommendations.
- **Troubleshooting:** If users experience issues with their e-bikes, the chatbot will walk them through basic troubleshooting steps or direct them to relevant documentation.

- **Warranty and Returns:** The bot will provide information about warranty policies and guide users through the return or exchange process.
- **Live Chat Escalation:** For complex or unresolved queries, the bot will seamlessly escalate the conversation to a human agent, ensuring a smooth transition.
- **Multilingual Support:** To cater to a global audience, the chatbot will support multiple languages, with an initial focus on English and other key markets for Toutche.
- **Customer Feedback Collection:** The bot will ask customers for feedback post-conversation to improve its services and Toutche's products.

2. Flowchart Illustrating Conversation Flow for Three Key Scenarios

Scenario 1: Order Status Inquiry

- Start → Greet user → Ask for order ID or email → Fetch order status → Display order details
→ Ask if further help is needed → If Yes, proceed with assistance; if No, thank and close.

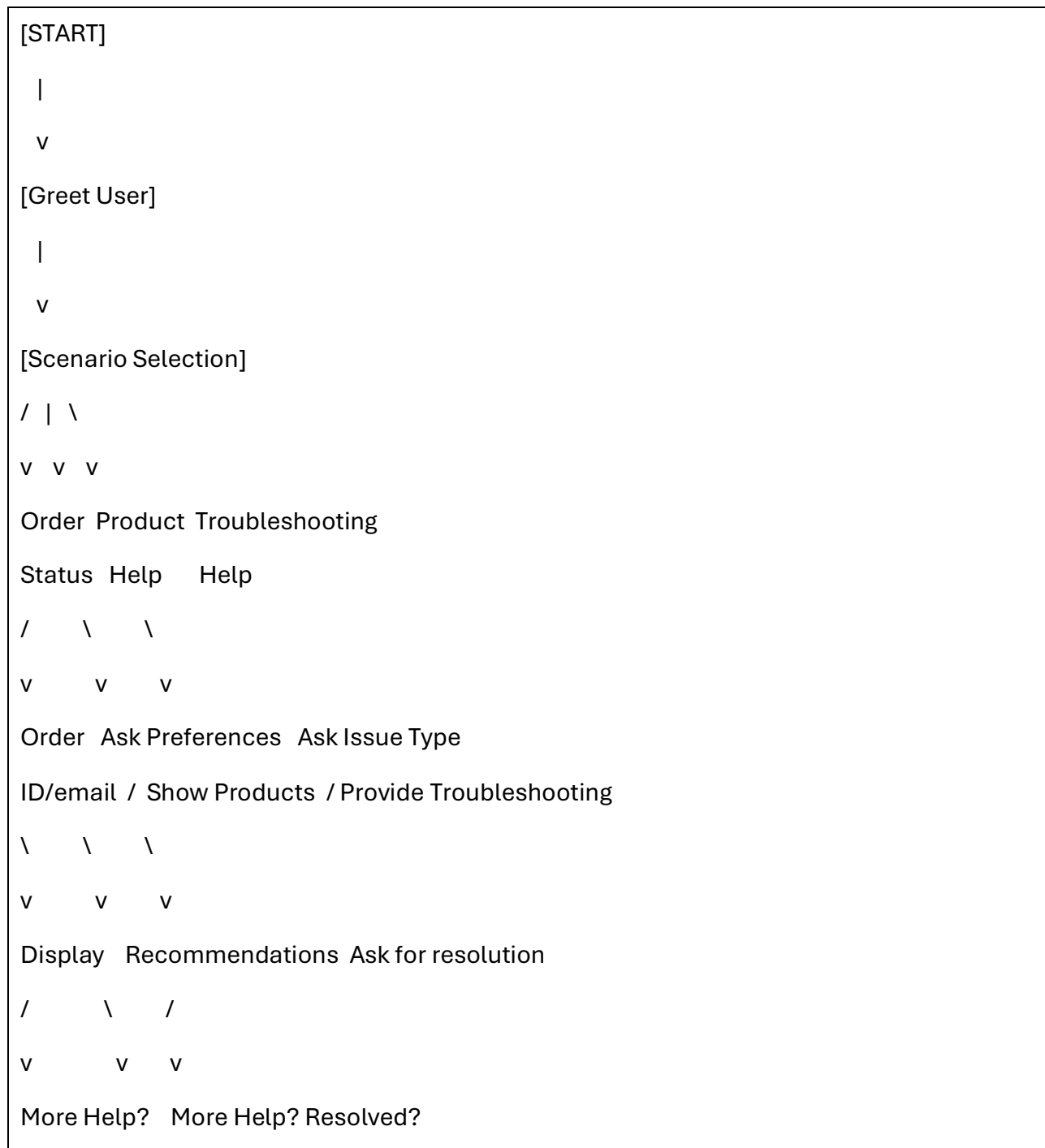
Scenario 2: Product Selection

- Start → Greet user → Ask for preferences (e.g., range, features, price) → Provide product recommendations → Ask if more help is required → If Yes, proceed to checkout or more information; if No, thank and close.

Scenario 3: Troubleshooting

- Start → Greet user → Ask about the issue (categorize: battery, motor, connectivity, etc.) → Provide troubleshooting steps → Ask if the issue is resolved → If Yes, thank and close; if No, escalate to human support.

Here's a flowchart representing these scenarios:



/ \ / \ / \

v v v v v v

Yes No Yes No Yes No

| | | | | |

Escalate Thank Escalate Thank Escalate Thank

\ / \ / \ /

v v v

[END]

3. Chatbot's Personality and Tone of Voice

The chatbot's personality should reflect Toutche's brand values of innovation, eco--friendliness, and excellent customer service. The tone of voice should be:

- **Friendly:** The chatbot should engage users in a conversational and approachable tone, ensuring that interactions feel human-like and warm.
- **Helpful:** The primary goal is to provide clear, concise, and actionable information. The chatbot should avoid jargon and technical language unless absolutely necessary and should explain things in simple terms when required.
- **Professional and Knowledgeable:** It must demonstrate a deep understanding of the e-bikes and related services while remaining polite and respectful.
- **Empathetic:** The chatbot should recognize frustration or confusion and respond in a way that shows understanding and patience.

- **Dynamic:** It should adapt its tone to suit the context of the conversation. For example, being more casual during product exploration but more formal when handling order issues or complaints.

Example of Interaction:

- User: "Hey, can you help me find a bike?"*
- Chatbot: "Of course! I'd be happy to help. Do you have any preferences in terms of range, price, or features?"
- User: "I want a bike with a good range for long rides."
- Chatbot: "Great choice! Let me show you our models with the best range. Here are a few options based on your preference."

4. List of Essential Intents and Entities

Key Intents:

1. **Greeting:** Recognizes when a user is starting the conversation.
 - Example: "Hi," "Hello," "Hey."
2. **Order Status:** Recognizes when a user wants to check the status of their order.
 - Example: "Where is my order?" "Track my shipment."
3. **Product Inquiry:** Recognizes when a user is asking about product features or options.
 - Example: "Show me your e-bikes," "Which bike has the longest range?"
4. **Troubleshooting Help:** Identifies when a user is experiencing technical difficulties.
 - Example: "My battery isn't charging," "The motor isn't working."

5. Warranty and Returns: Recognizes inquiries about warranty or return processes.

- Example: “How do I return my bike?” “What is the warranty period?”

6. Escalation to Human Support: Identifies when a user is dissatisfied or needs to speak with a human agent.

- Example: “I need to speak with someone,” “This didn’t help, can I talk to support?”

Key Entities:

1. Order Number/Email: For identifying the user’s specific order.

2. Product Specifications: Range, battery life, motor type, etc.

3. Issue Categories: Battery, motor, connectivity, brakes, etc.

4. Dates: Expected delivery dates or warranty expiration.

5. Customer Feedback: Ratings, reviews, or suggestions post-interaction.

5. Mockups or Sketches of the Chatbot Interface on Toutche's Website

Mockup 1: Homepage Chatbot Icon

On the bottom right of Toutche’s homepage, there will be a subtle but noticeable chat icon, inviting users to engage with the bot. When hovered, it could display a message like, “How can I help you today?”

Mockup 2: Initial Chat Window

Upon clicking the icon, the chat window will expand. The chatbot will greet the user with a friendly message such as:

"Hi, I'm Toutche Assistant! I can help you track your order, find the perfect e-bike, troubleshoot issues, and much more. How can I assist you today?"

There will be quick reply buttons for common queries:

- "Track my order"
- "Help me choose a bike"
- "Troubleshooting"

Mockup 3: Conversation Interface

As the user engages with the chatbot, the conversation will take place in a simple, easy-to-read window. Each response will be timestamped for reference. Users can either type their questions or click on suggested responses to continue the interaction smoothly.

Mockup 4: Escalation Option

When the chatbot detects that the issue is complex or the user requests human assistance, the interface will display a message like:

"Let me connect you to one of our support agents for further help. Please wait while I transfer you."

There will be a status indicator showing the live chat queue position, if applicable.

Conclusion:

This chatbot is designed to meet the growing needs of Toutche's customer base by providing fast, efficient, and personalized support. By integrating NLP, AI-driven product recommendations, and seamless escalation to human agents, the chatbot can significantly improve the overall customer experience while reducing the burden on the human support team.