**AI FAQ Builder Module**

### ✅ Overview

The AI FAQ Builder module is a smart engine that analyzes:

* Blog content
* UGC (user-generated comments, campaign replies)
* Past inbox conversations (FB/IG/WhatsApp)

And automatically generates:

* High-quality, natural-sounding FAQ questions and answers
* FAQ sections for product pages, campaign pages, or help centers

This dramatically reduces content ops workload and increases user trust and SEO performance by keeping helpful FAQs updated and personalized.

### 🧠 Core Features

1. **FAQ Extraction Engine**
   * Uses GPT with fine-tuned prompts to extract potential questions from blog, product descriptions, and user interactions.
   * Classifies content into:
     + Product FAQs (specific to items)
     + Campaign FAQs (e.g. gamification, offers)
     + Brand FAQs (delivery, refund, authenticity, etc)
2. **Multi-source Input Mapping**
   * Sources include:
     + Blogs (via internal content index)
     + Customer inboxes (stored via Inbox Intelligence Engine)
     + FB/IG comments (via UGC trackers)
     + Product reviews (integrated via WooCommerce/Shopify APIs)
3. **Deduplication + Answer Optimizer**
   * Avoids repeated questions
   * Chooses the most helpful answer snippet using:
     + Semantic similarity
     + User upvotes (if available)
     + Conversion data (future enhancement)
4. **Auto Format for Output**
   * Markdown or HTML FAQ lists
   * Structured data with schema.org/FAQPage format (for SEO)
5. **Panel Interface for Approval & Publishing**
   * FAQ drafts shown per product/post/campaign
   * Toggle between:
     + Auto-publish mode
     + Human review mode
   * Approve, edit, reorder questions
6. **Smart FAQ Widgets**
   * Embed on:
     + Product page
     + Blog post
     + Campaign landing page
   * Expand/collapse UX
   * Optional upvote/downvote or helpful toggle
7. **Multilingual Support**
   * Auto-translate and generate localized FAQs (Bangla, Hindi, Urdu, English)
   * Syncs with Localization Module
8. **Scheduled FAQ Updates**
   * Auto-refresh FAQs based on new incoming user data or new blog versions
   * Settings to control frequency (daily, weekly, monthly)

### ⚙️ How It Integrates

* **With Inbox Intelligence Engine**: Extract past questions or repeated inquiries as seed FAQ topics.
* **With Blog Engine**: Every time a blog is published or updated, the system parses it to generate contextual FAQs.
* **With WooCommerce/Shopify**: Fetches product data and links FAQs to individual products via metadata.
* **With Admin Panel**: Shows draft FAQs per item for approval/editing.
* **With Website Frontend**: FAQs embedded via shortcode or injected by JS SDK.

### 🔐 Roles & Controls

* Superadmin:
  + Can define global templates/prompts
  + Enable/disable auto-posting or review flows
* Brand Admin:
  + Approves/edit FAQs per product/campaign
  + Tracks FAQ helpfulness
* Editors:
  + Suggest new FAQs
  + Review flagged content

### 🛠️ How to Build

1. **FAQ Extraction Pipeline**
   * Input: Blog/product/campaign text
   * GPT Prompt:
   * Extract 5-10 FAQ style questions with accurate answers from the following content. Avoid repeating the same answer. Format as:  
     - Q: ...  
     - A: ...
2. **Backend Service**
   * Python or Node.js microservice with:
     + Content ingestion API
     + OpenAI prompt manager
     + Output storage in faq\_entries table with source\_type, source\_id, question, answer, language, approved\_by, published\_at
3. **Admin Panel UI**
   * Table view of:
     + Pending FAQs (auto-generated)
     + Approved/Published FAQs
     + Controls: Approve / Reject / Edit / Translate
4. **Frontend Widget**
   * JS SDK to display FAQs on any client site
   * Filter by product\_id or campaign\_id
   * Optional schema.org FAQ markup for SEO
5. **Scheduler + Trigger Engine**
   * New FAQ generation triggered by:
     + Blog publish
     + New campaign post
     + Weekly inbox/UGC scan
6. **Multi-language Support**
   * After original FAQ is generated, auto-translate using Google Translate API or OpenAI GPT-4 multilingual prompt

### 🧩 Optional Add-ons

* User voting system (helpful / not helpful)
* FAQ heatmap or click tracking
* “Did this answer your question?” pop-up follow-ups

### 📊 Metrics to Track

* # of FAQs generated per product/post
* # of FAQs approved vs discarded
* Click-through or engagement rate on FAQs
* Avg upvote/downvote ratio

### 🎯 Benefits

* Reduces support ticket volume
* Boosts SEO via structured content
* Improves customer trust & transparency
* Helps with voice search readiness

✅ Document complete. Let me know if you’d like to export it or add visuals/mockups next.