

Document Title: **EV Customer Support**

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Table of Content

Title	Page
Problem Statement	2
Business Goal	2
Flow Chart	2
Features	2
Project Life Cycle	2
Production	3

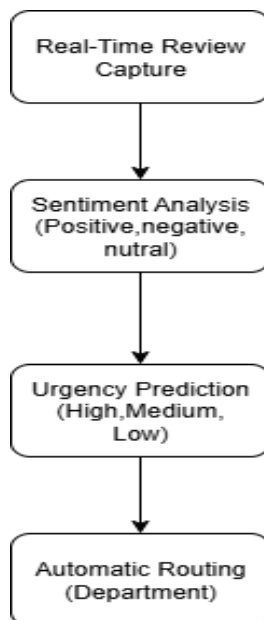
Problem Statement

The customer support team is overloaded because they only react to complaints after they happen. We need a real-time system that catches negative reviews instantly, predicts how urgent they are, and sends them to the right team.

Business Goal

To build AI-powered monitoring and routing system that ensures faster resolution, improved customer experience, and reduced support workload.

Flow Chart



Features

- **Real-Time Alerts:** Notifications to support agents for high urgency cases.
- **Dashboard Analytics:** Track number of flagged reviews, resolution times, and trends.
- **Feedback Loop:** Agents confirm urgency prediction retrains model.
- **Multi-Language Support:** Detect urgency in reviews written in local languages.

Project Life Cycle

Phase 1 Data Preparation

- Collect old customer reviews.
- Work with support teams to mark them as High, Medium, or Low urgency.
- Prepare useful features like text meaning (embedding), delivery info, and customer details.

Phase 2 Model Development

- Use the prepared dataset to train the model.
- Test how well the model predicts urgency.

Phase 3 API Creation

- Build an API endpoint so other systems can send reviews to the model and get urgency predictions.

Phase 4 System Integration

- Connect the API with the customer support CRM so urgent reviews go directly to the right team.

Phase 5 Testing & Updates

- Test the full system.
- Check where the model misses urgent cases and improve it with new data.

Production Plan

- **CI/CD Pipeline:** Set up automation to test and update the model regularly.
- **Model Serving:** Deploy the model as a REST API using tools like FastAPI or Flask.
- **Monitoring:** Keep track of performance, especially reviews where the model failed to catch urgency.
- **Feedback Loop:** Use new labeled reviews to retrain and make the model smarter over time.