A Botcake and Pancake Order-Processing Case at Ascendance Company

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***Abstract*—This undergraduate case study examines a scripted Botcake chatbot linked to Pancake conversation management for Facebook sales at Ascendance Company in Thai Nguyen. The source describes automatic answers to common questions, order-related information, customer tagging, and handoff to sales staff. Its before/after tables report interactions increasing from 4,441 to 11,665 and orders from 87 to 413. A separate table gives mean response time for the five reported staff observations as 14 minutes 43 seconds before versus 3 minutes 50 seconds after integration. These values are transcribed as the thesis's case figures. The manuscript does not establish equal observation periods, a control group, or an independent transaction export, so the differences cannot be attributed solely to the chatbot. The report also notes that scripted replies cannot handle every unusual request. The summary presents the observed workflow and numerical comparison with those limits explicit.**

***Index Terms*—sales chatbot, Botcake, Pancake, Facebook Messenger, order processing**

I. Introduction

The company's Facebook sales team must answer customer messages, identify product needs, and record orders. The thesis reports delayed replies and inconsistent manual processing as motivation for adding a chatbot to a conversation-management system. Botcake is configured for first-line answers while Pancake stores and organizes interactions and orders. The study asks how the reported interaction, order, and response-time indicators differ before and after this integration. It is a single-company operational case, not a controlled test of chatbot effectiveness [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The author describes scripted Botcake responses for greetings, common product questions, preliminary price or catalog information, and transfer to a salesperson. Pancake provides the conversation and order-management view. The thesis compares two operational stages in Tables 4.1–4.3: interaction counts, orders from new and returning customers, closing proportions, and response times. The response-time table labels its average as a top-five staff measure. The source does not provide date-aligned windows or raw exports that would permit independent recalculation or control for changes in traffic and staffing [1].

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III. Results

The source reports 4,441 interactions before and 11,665 after chatbot integration. Orders are given as 87 before and 413 after; the latter is split into 269 orders from new customers and 144 from returning customers. Its response-time table reports an average for five staff observations declining from 14 minutes 43 seconds to 3 minutes 50 seconds. The manuscript also describes automatic handling of simple queries and staff intervention for complex orders. Some channel subtotals and percentages are not fully reconcilable from the table as printed, so this summary does not restate them as verified effects [1].

IV. Discussion

The case demonstrates a plausible way to route routine questions and preserve a conversation history, but its observational comparisons do not identify the chatbot as the sole cause of higher traffic or order totals. The stages may differ in length, advertising activity, customer demand, or staffing. The reported top-five response-time measure should not be treated as a population-wide service-level statistic. The source itself notes the limits of predefined scripts and the need for human escalation. Future evaluation should retain dated platform exports, align comparison windows, and audit actual order records and response timestamps. Earlier ICTU chatbot, web chat, CRM, and order-management theses offer relevant implementation context, not a causal benchmark [1].

V. Conclusion

The thesis documents a Botcake–Pancake workflow and reports more interactions and orders and shorter selected response times after integration. These are case-level before/after observations with unresolved comparability limits. A controlled, timestamped audit would be needed to estimate the chatbot's separate contribution to sales operations [1].

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