A Botcake Customer-Service Case at Ascendance Company

Nguyễn Thị Nhật Minh
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student720@ictu.edu.vn

***Abstract*—This undergraduate thesis examines Botcake-supported customer service and sales at Ascendance Company. The author describes conversation automation, comment handling, customer segmentation, and order follow-up, then presents a 20-day results table. That table reports 29,191 messages, 11,058 new conversations, 534 completed orders, and approximately VND 235 million in revenue. These are manuscript-reported business figures; the source does not attach a reconciled message export, order ledger, or audited revenue statement. Its before-and-after comparisons also use a short baseline that is not sufficiently documented for causal inference. The documented workflow and reported figures do not establish that the chatbot alone produced the orders or revenue.**

***Index Terms*—Botcake, customer service, chatbot, social commerce, order attribution**

I. Introduction

A business receiving many social messages needs to respond quickly, identify purchase intent, and hand complex cases to people. This thesis studies Botcake as one part of Ascendance's customer-service and selling process. It asks how automation can organize conversations and what channel activity was recorded during a short implementation period. The study is a company case rather than a controlled comparison of automated and human service [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 student documented the company's customer-contact workflow and the configuration of automated reply paths, comment handling, customer categories, and follow-up. The source presents platform and business tables for a roughly 20-day period, including message, conversation, order, revenue, and cost figures. This summary uses the totals printed in the manuscript and treats them as reported rather than independently verified. The source does not supply raw daily exports, a matched pre-intervention period, a complete attribution rule for orders, or an audit of returns and net profit [1].

Supervisor: Nguyễn Hoàng Nguyên, Thai Nguyen University of Information and Communication Technology (nhnguyen@ictu.edu.vn).

III. Results

The thesis reports 29,191 messages and 11,058 new conversations in the implementation period. Its main table lists 534 completed orders and approximately VND 235 million in revenue. The report also describes automated handling of routine questions and staff involvement for more complex cases. These aggregate figures do not state which conversations led to the listed orders, whether some orders were generated through other channels, or whether revenue is gross or net of returns. They establish the author's account of channel activity and commercial totals, not a verified chatbot effect [1].

IV. Discussion

The case suggests that structured chat workflows can help staff manage large volumes of customer contact, but the business claim requires stronger evidence. The source's baseline and implementation periods are not described with enough detail to interpret large reported multipliers, and sales may respond to campaigns, seasonality, or other operations. Botcake's scripted paths may also fail on unusual requests. A more defensible evaluation would preserve dated conversation exports, order IDs, refund status, response times, staffing, advertising spend, and attribution for each order. Earlier ICTU chatbot and customer-management projects provide technical context, not a benchmark for Ascendance revenue [1].

V. Conclusion

The thesis documents a Botcake-assisted workflow and reports substantial message, conversation, order, and revenue totals during a short Ascendance case period. Those totals are author-reported. An auditable comparison is needed before attributing commercial improvement to the chatbot [1].

References

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