

Building an electronic product sales website system integrated with a customer support chatbot for HC Computer store.

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Abstract: In the context of increasingly fierce competition in the online retail market, this topic focuses on building an electronics sales website system integrated with a chatbot to enhance customer support service experience and performance for the HC Computer store. The objective of the research is to develop and deploy this system based on a combined theoretical and experimental approach, ensuring flexibility and meeting diverse customer needs. The expected outcome of the topic is not only an effective technical solution but also a contribution to improving the quality of customer service at the store.

Keywords: Website system, Chatbot, Customer support services, Application research and development, Artificial intelligence technology