

Building an online sales website integrated with an AI-powered chatbot

Chu Cong Minh

Abstract: In the context of the booming online business environment, building a sales website integrated with an AI-powered chatbot aims to enhance customer experience and automate service support processes. The objective of this project is to design and deploy an intelligent chatbot system for the website to quickly resolve inquiries, suggest products, and process orders. The research method combines theoretical knowledge of artificial intelligence with practical application development. Effectiveness is evaluated based on measuring customer satisfaction and improving response time through the chatbot.

Keywords: artificial intelligence, chatbot, online sales website