

Research and development of a chatbot to support product consultation for TechBit technology.

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Abstract: In the context of increasingly strong digitalization, developing a specialized chatbot system for the technology sector is necessary to improve customer experience and optimize sales processes. This project aims to build and deploy an intelligent chatbot to support TechBit product consulting based on actual market needs. The research methodology includes needs analysis, user interface design, training of natural language processing (NLP) models, and effectiveness evaluation through real-world testing. The expected outcome of this project is not only an advanced technical solution but also a contribution to enhancing the quality of TechBit's customer service.

Keywords: Chatbot, Information Technology, Product Consulting, NLP, Market Exploration