

Building the MINH HOANG Mobile website system integrated with an AI chatbot for customer consultation.

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Abstract: In business practice, customer management and care are crucial factors determining the success of an enterprise. This topic focuses on building the MINH HOÀNG Mobile website system integrated with an AI chatbot to automate the customer consultation process, thereby improving service efficiency and meeting customers' fast information needs. The research method applied combines theoretical knowledge of artificial intelligence with experimental system deployment. The objective of the topic is to solve the problem of optimizing customer experience during the consultation process through chatbot technology application. The expected results of the topic not only provide MINH HOÀNG Mobile with an effective customer management tool but also contribute to the research field of integrating AI into e-commerce systems.

Keywords: chatbot, artificial intelligence (AI), website, customer consulting, business management