

Building a sales management system integrated with a chatbot to support users.

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Abstract: This topic focuses on building and deploying a sales management system integrated with a chatbot to improve user experience. The necessity of the issue is set in the context of the increasing interest in automation and personalization of customer service. The main objective is to create an effective solution for businesses to manage sales transactions through a chatbot. The research method combines theory with experimentation, including the design and deployment of a system based on modern chatbot technology. The expected result is a significant improvement in the sales process and enhanced customer satisfaction.

Keywords: Sales management system, chatbot, customer service automation, personalization, business