

Building a clothing sales website integrated with an AI chatbot for customer support and request handling.

Dong Minh Duc

Abstract: In the context of increasing digitalization, the need to apply AI technology to business operations is considered an inevitable trend. This project focuses on building a clothing sales website integrated with an AI chatbot to support and process customer requests. The main objective of the project is to enhance service quality and improve the shopping experience for customers by optimizing the interaction process using artificial intelligence. The research method combines theory and experimentation to evaluate the effectiveness of the AI chatbot in business operations. The expected results of the project will provide a highly applicable solution, contributing to the information technology and e-commerce industry.

Keywords: AI chatbot, clothing website, customer service, artificial intelligence, digital business