

Developing a sales management system integrated with AI in the customer service process.

Hoang Minh Dung

Abstract: In the increasingly dynamic and fiercely competitive business environment, enhancing customer service performance is a key factor in maintaining a leading position. This topic focuses on developing a sales management system integrated with artificial intelligence (AI) to optimize the customer service process. The research objective is to build and deploy an AI system that automates complex processes, from collecting customer information to personalizing the shopping experience. The method applied combines AI theory with experimentation to evaluate the system's effectiveness. The expected results will provide breakthrough solutions for businesses and contribute to enhancing competitiveness in the modern sales market.

Keywords: Sales management system, Artificial Intelligence (AI), Customer service