

Building a multi-platform e-commerce system for Ford dealerships integrated with a chatbot for customer consultation support.

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Abstract: In the context of an increasingly competitive automotive market, building a multi-platform e-commerce system for Ford dealerships aims to optimize the purchasing process and provide customer consultation services through chatbot integration. This study applies an experimental research method to develop a comprehensive solution, including designing a user-friendly interface, building a product database, and deploying an intelligent support chatbot. The expected results are to enhance customer experience, improve sales performance, and create added value for Ford dealerships.

Keywords: E-commerce system, Chatbot, Ford dealership, Empirical research, Customer consultation