

Developing a website system for selling jewelry integrated with an AI Chatbot to support consultation and customer care.

Ma Tuan Minh

Abstract: This topic aims to analyze the current context and necessity of applying AI in the fashion industry, particularly in the jewelry sector. The objective is to build a jewelry sales website integrated with an AI Chatbot to effectively support customer consultation and care. The research method combines AI theory with practical application deployment on a web platform. Through this, the topic seeks to provide a technical solution that meets the demands of the modern market, enhances customer experience, and optimizes service processes.

Keywords: AI Chatbot, jewelry sales website, customer consultation, customer care, smart technology