

Build a chatbot application to support sales for the Royal Helmet e-commerce website.

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Abstract: In the context of the increasing volume of online transactions, optimizing customer experience is an urgent requirement for e-commerce platforms. This topic focuses on the necessity of implementing a chatbot system to support sales, aiming to enhance service performance and improve the shopping conversion rate on the Royal Helmet website. The main objective is to build, deploy, and evaluate the effectiveness of this chatbot system. The research methodology is based on a combination of theoretical approaches to chatbots and empirical application-specific experiments. The expected outcomes of this topic not only contribute to improving customer experience but also provide an effective solution for the e-commerce sector.

Keywords: chatbot, e-commerce, Royal Helmet, sales support chatbot, customer experience optimization