

Building an online chat module for e-commerce websites.

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Abstract: This topic focuses on building an online chat module to enhance customer experience and increase transaction efficiency on e-commerce websites. Through a combination of theoretical research and experimentation, the topic addresses the issue of the lack of rapid interaction between customers and product information providers. The expected results will bring significant benefits to both businesses and end users thanks to the ability to exchange information instantly, increase trust, and boost sales.

Keywords: Online chat module, E-commerce website, Enhance customer experience, Increase transaction efficiency, Application deployment