# Dual-Mode Al Chatbot for Karji Store

### Client Overview

Karji Store is an innovative eCommerce platform offering a wide range of products across multiple categories. To elevate customer experience and streamline operations, the company envisioned an Al-driven chatbot capable of both sales assistance and customer support automation.

The goal was to create a conversational system that not only **recommends the right products** to increase conversions but also **resolves customer queries** quickly and accurately – functioning as an always-available, intelligent digital assistant.

### **Problem Statement**

With increasing catalog size and growing customer interactions, Karji **Store** faced two key challenges:

- Product Discovery & Conversion Gaps
  - The lack of personalized recommendations reduced conversion

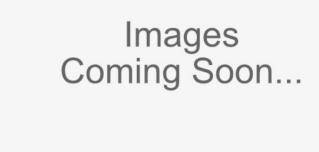
Customers often left without finding the right product due to

- A large volume of repetitive queries delivery, returns, policies,
- Customer Support Overload

information overload.

- warranty consumed the support team's time.
- Inconsistent response quality and slow resolution affected customer satisfaction.

Karji Store wanted a **unified Al chatbot** that could act both as a Sales Advisor and Customer Support Executive, with dynamic context awareness, product intelligence, and policy understanding.



# Image Coming Soon...

### Our Approach Megh Technologies partnered with Karji Store to develop a Dual-Mode Al

**Chatbot** – an advanced conversational system powered by **Retrieval**-Augmented Generation (RAG), custom embeddings, and vector-based search. We designed the solution to operate in two intelligent modes:

Recommendation Engine (Sales AI) – Engages users, understands their intent,

- recommends products, compares items, and assists in purchase flow. Support Engine (Support AI) – Handles all customer support queries including
- orders, policies, returns, and troubleshooting.

experiences.

The chatbot was built as a **fully embeddable widget**, seamlessly integrated into the Karji Store website, ensuring consistency across desktop and mobile

### Results & Impact

Sales Growth: Personalized product

- recommendations increased user engagement and boosted conversions.
- repetitive queries handled autonomously by Support Al. • 24/7 Availability: Customers receive

Reduced Support Load: Over 70% of

- consistent, instant answers at all times. Improved User Experience: Unified
- conversational interface for both sales and support. • Easy Maintenance: Admins can easily
- manage, update, and re-train data without developer dependency. Scalable Architecture: Widget-based
- design enables integration across future Karji Store expansions.

# Recommendation Engine (Sales AI)

Solution Highlights

# • Understands customer needs through natural conversation.

- Suggests relevant products based on category, brand, price, or user intent.
- Performs product comparisons, highlights unique features, and assists with purchase flow. Promotes ongoing offers and discounts dynamically from the admin dashboard.
- Increases conversion rates through personalized product discovery.
- Support Engine (Support AI)

# Answers queries related to shipping, returns, warranty, policies, and orders.

- Uses document-based retrieval from uploaded manuals and policy PDFs. Provides contextual, accurate answers using embedded knowledge (RAG).
- Escalates unresolved cases or captures support tickets when human assistance is needed. Reduces the workload on customer support by handling repetitive queries 24/7.
- **Unified Admin Console**

### Manage products, FAQs, documents, offers, and chat data. Upload and index documents for the Support Al.

- Manage product catalogs and offers for the Sales Al.
- Configure Mistral API key and control embedding refreshes or re-indexing.
- **Smart Context & Memory** Tracks user sessions, preferences, and conversation flow.

# Enables hybrid conversation flow between Sales and Support modes dynamically.

**Embeddable Chat Widget** 

Delivers follow-up responses based on context continuity.

- A lightweight JavaScript (IIFE) widget integrated via a single script tag. Works as a floating chat assistant across all web pages.
- **Data Security & Resilience** • Embeddings stored securely using **ChromaDB**.

Mobile-friendly, fast, and deployable across multiple storefronts.

### Fallback to in-memory or JSON-based storage if the vector database is unavailable. • Ensures persistence and continuity even during system downtime.

- Technology Stack & Integrations
- **Technology** / **Framework** Layer Purpose

React + TypeScript, Vite, React Query, Tailwind CSS,

### Frontend shadcn/ui bundling Core APIs, AI routing, document and product Node.js + Express (TypeScript) Backend management AI & RAG LangChain + Custom RAG + Mistral Chat API Al-driven responses, retrieval, and reasoning Layer Vector ChromaDB / MemoryVectorStore Embedding and knowledge retrieval Storage JSON-based persistence for products, documents, Data Storage Lightweight local storage and offers Vite, Tailwind/PostCSS, npm scripts **Build Tools** Optimized build and deployment pipeline Express Server (static + middleware) Deployment Dev runtime and production hosting Widget karji-chat-widget.iife.js, style.css Embeddable floating chat assistant Output

Strengthen brand loyalty through conversational experiences.

Conclusion

# automation.

The **Dual-Mode AI Chatbot** developed for **Karji Store** marks a significant step in the evolution of AI-driven retail

By combining Sales AI and Support AI into a unified system, Megh Technologies enabled Karji Store to:

 Engage users intelligently, Simplify support operations, and

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Chat UI, admin dashboard, and widget