CASE STUDY

AI-Powered Customer Support Platform

Transforming high-volume e-commerce support into a faster, AI-assisted customer experience

Client	A leading South Asian e-commerce marketplace
Project Type	AI, Web Application & Digital Transformation
Duration	5 months
Tags	Ac

This case study describes an illustrative engagement concept developed by GhamerSoft. Client details have been anonymized and figures are representative rather than independently audited.

About the Client

The client is a major South Asian e-commerce platform serving millions of shoppers and hundreds of thousands of sellers across multiple markets. Its digital ecosystem handles high volumes of product discovery, orders, payments, deliveries, returns, and customer-service interactions.

The Key Challenge

The client needed a smarter customer-support experience that could reduce repetitive work, give support agents a complete view of customer interactions, and provide management with reliable insight into support performance across a high-volume e-commerce environment.

- Customer questions covered orders, deliveries, returns, refunds, cancellations, payments, products, and seller-related issues across multiple digital touchpoints.
- Support teams handled a high volume of repetitive questions around order status, delivery, returns, refunds, and cancellations.
- Agents needed quick access to relevant order details, previous conversations, customer information, and issue history during support interactions.
- Support managers needed clearer visibility into response times, ticket volume, resolution performance, and recurring customer issues.
- Support demand could increase sharply during major campaigns and seasonal shopping periods, creating a need for a more scalable support workflow.

Our Solution

GhamerSoft designed and developed an AI-powered customer support platform tailored to the client's e-commerce environment. The platform brought customer conversations, ticket management, order context, knowledge resources, and performance analytics into one workspace. AI-assisted responses handled common questions while human agents remained in control of complex, sensitive, or exception-based interactions.

Key Capabilities

- Unified Support Inbox: Centralized customer conversations and support tickets in one workspace.
- AI Response Assistant: Suggested context-aware replies grounded only in approved support and policy content, reducing the risk of inaccurate or off-policy answers.

- Smart Ticket Classification: Automatically categorized requests such as delivery, returns, refunds, payments, and order issues, while prioritizing urgent cases.
- Customer 360 View: Displayed relevant order history, previous conversations, customer details, and support context to agents.
- Knowledge Base: Organized reusable answers, policies, FAQs, seller guidance, and internal support documentation.
- Real-Time Analytics: Tracked ticket volume, response time, resolution rate, backlog, and common issue types.
- Role-Based Access: Provided separate permissions for support agents, supervisors, managers, and administrators.

Implementation Approach

The project was delivered in five focused phases:

1. Discovery: Mapped the existing support workflow and identified high-volume use cases.
2. Foundation: Established the application architecture, database, and cloud environment.
3. AI Integration: Introduced AI-assisted features using controlled, approved knowledge sources.
4. Dashboards & Testing: Built performance dashboards and conducted end-to-end testing.
5. Rollout: Onboarded support staff and moved the platform into production.

Seamless Integration

The platform was designed to work alongside the client's existing e-commerce and customer-service ecosystem, allowing relevant customer and order information to be surfaced inside the support workflow without requiring replacement of core marketplace systems.

Faster Resolution

AI-assisted suggestions and automated ticket classification reduced repetitive manual work and helped agents find relevant information faster.

Scalable Cloud Architecture

A cloud-based architecture provided the flexibility to handle changes in support volume while giving the business a foundation for future integrations and additional AI capabilities.

Results

After deployment, the new workflow improved support efficiency and visibility. Agents gained more customer context, repetitive handling was reduced through AI assistance, and managers gained clearer insight into support trends and operational performance. Figures below reflect performance in the first full quarter after launch, compared with the quarter immediately prior.

35%	Reduction in average first-response time
28%	Reduction in average ticket resolution time
42%	Of repetitive support requests assisted by AI workflows

- Improved visibility into support performance through real-time dashboards
- A scalable foundation for future automation and customer-service integrations

Technology Stack

- Frontend: React
- Backend: Node.js
- Database: PostgreSQL
- AI: LLM-powered response assistance with controlled knowledge sources
- Cloud: AWS
- Authentication: Role-based access control and secure authentication
- Analytics: Custom operational dashboards and reporting

Illustrative Client Perspective

> *"The new platform gave our support team a much clearer view of customer conversations and order context. During peak sale periods, ticket volume rose sharply, and the AI assistant helped us keep response times stable while agents focused on the cases that needed a human judgment call."*
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> *— Representative composite quote, Head of Customer Experience role*

Project Summary

Client	A leading South Asian e-commerce marketplace
Start Date	March 2026
Duration	5 months
Services	AI Development, Web Application Development, Cloud Solutions
Industry	E-commerce
Outcome	Faster support, better visibility, and scalable customer-service automation

About GhamerSoft: GhamerSoft designs and builds AI-powered software platforms, web applications, and cloud solutions for businesses managing high-volume digital operations.
Prepared as an illustrative case-study concept for GhamerSoft. Client identity anonymized; the quote above is a representative composite, not a verbatim statement.

+92 328 6655772	ifno@ghamersoft.com	https://ghamersoft.com/contact/us