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Business Problems

Shopee is one of the biggest ecommerce sites in Southeast Asia, with millions of buyers and sellers using it daily. As a company with so many customers and products, there are several business problems that can impact on customer satisfaction and business performance. Hence, Shopee employs Artificial Intelligence (AI) to address these issues and enhance their operations overall.

One of the main challenges is assisting the customers locate the products they are seeking. With millions of products across various categories, it can be challenging for customers to find the most ideal products with Shopee. This can make it less fun and take longer to shop. To address this issue, Shopee stores utilize AI algorithms to process and analyze data from the finding activities, purchasing histories, and browsing behaviours of their customers. With this, AI suggests a product suitable for each customer's taste, making shopping easier and improving the probability of customers purchasing.

Another challenge is managing the numerous customer enquiries daily. Some of the most common queries customer contact the Shopee Customer Service involve delivery times, payment problems, refunds, returns, and a variety of other order-related concerns. Being handled manually, all these enquiries would require a lot of time and manpower. Shopee can offer instant responses to commonly asked queries day and night with AI-powered chatbots. This can help alleviate consumers' waiting time and let customer service representatives take care of more complex problems.

Shopee must also tackle security challenges like fake accounts, fraudulent transactions, and suspicious activities on the platform. These issues can impact consumer confidence and cause financial losses. AI capabilities enable Shopee to pinpoint abnormal transactions, match the behaviors with potential fraud patterns and keep a close eye on questionable activities. This enables them to respond rapidly and create a safer shopping experience for both the buyers and the sellers.

Apart from that, Shopee gathers loads of data daily related to customer buying behavior, customer search, customer reviews, and how money is spent at the store. It is hard and time-consuming to manually analyses this information. With the assistance of AI, this data is processed much more effectively for Shopee to better understand customer preferences, spot market trends, anticipate customer needs, and guide their business decision-making. AI is also applied in logistics to optimize delivery processes, assist Shopee in better delivery planning, and minimize delays.

Overall, AI is a significant factor for Shopee to adjust to its pains in business. It will make the shopping process more enjoyable and faster, enhance safety and security, aid in the decision-making process, and boost operational efficiency. Such enhancements enable Shopee to keep up with the rapidly expanding e-commerce market while providing for the demands of their customers.