AI-Driven Customer Support - The Development of SmartOrg’s Chatbot

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This bachelor's thesis focused on developing an AI-driven chatbot for SmartOrg, a company specializing in software-as-a-service solutions for the voluntary sector. The primary goal was to create a chatbot that enhances customer support, automates lead generation, and integrates seamlessly with SmartOrg's existing systems.

The project combined theoretical research with practical application, following an agile approach based on the Scrum framework. The development process included iterative sprints, extensive testing, and regular feedback sessions with SmartOrg to ensure the chatbot aligned with the company's strategic objectives. The chatbot leveraged OpenAI's GPT model for natural language processing, was hosted on Microsoft Azure for scalability and security, and integrated with the HubSpot CRM system for efficient lead capture.

The developed chatbot significantly improves SmartOrg's customer support by automating routine inquiries and capturing potential leads. Key functionalities include delivering accurate, real-time responses, recording customer information for follow-up, and maintaining GDPR compliance. The modular design ensures the chatbot is easy to maintain and adaptable for future updates.

Throughout the project, challenges such as scope adjustments and technical complexities were encountered. However, the agile approach facilitated effective problem-solving and adaptation. The final product not only meets the initial requirements but also provides a robust foundation for future enhancements, demonstrating successful application of theoretical knowledge to practical problems. This project highlights the importance of flexibility, clear communication, and continuous improvement in software development.

## Vedlegg

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## Fullført oppgave

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## Fagområder

- Samfunnsfag
- Datateknologi

## Fakultet

- Fakultet for samfunnsvitenskap

## Emnekoder

- IS-304 - Informasjonssys., bachelor

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