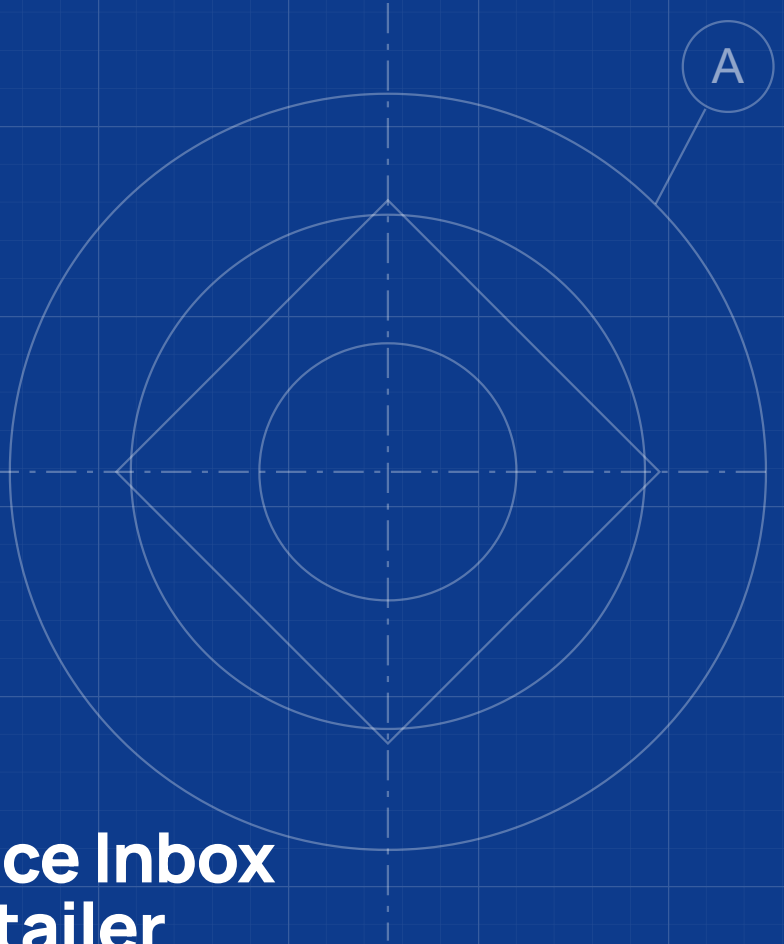


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Customer Service Inbox for Electronics Retailer

Online electronics retailer handling about 1,200 customer messages a day across website, LINE and Facebook with 6 support staff.

SAMPLE PROPOSAL



PROJECT

AI Customer Service Inbox for Electronics Retailer

DRAWN BY

**DNA Maker AI
Engineer**

CHECKED BY

DNA Maker engineering team

DATE

26 September 2026

SHEET

01 / 09

REV.

A

Executive Summary

The client receives about 1,200 messages a day across website, LINE and Facebook, and its 6 support staff cannot answer fast enough, especially at night. About 70% of questions are repeat requests about orders, warranty and shipping, while product and policy information sits in Google Docs and order data is available through an API. We will build an AI customer service system that unifies every channel into one inbox with tickets and customer history, an AI agent that answers 24/7 from the knowledge base and order data, and case summaries and draft replies for the team. The outcome is faster, consistent support around the clock and less repetitive workload for the existing staff.

SPECIFICATIONS

CLIENT

Online electronics retailer handling about 1,200 customer messages a day across website, LINE and Facebook with 6 support staff.

PROJECT

AI Customer Service Inbox

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

1,200/day

customer messages per day

70%

repeat questions about orders, warranty and shipping

6

support staff

OUR DIRECTION

The system brings website, LINE and Facebook messages into one inbox with tickets and customer history. An AI agent uses the Google Docs knowledge base and order system API to answer common questions 24/7, while support staff receive case summaries and draft replies for faster handling. Together, these parts reduce repetitive work and keep responses consistent across every channel.



Problem Analysis

We found four distinct problems in the current support operation.

1

FINDING 01

Channel Fragmentation

Customer questions arrive through the website, LINE and Facebook, so conversations are spread across separate tools. Support staff must switch between channels to find and answer messages, which slows response times and increases the risk of missed or duplicated replies. For an online retailer, this directly affects sales and customer satisfaction.

2

FINDING 02

Night Coverage Gap

The 6 support staff cannot answer fast enough, especially at night. Messages that arrive outside working hours wait until staff are available, leaving customers without answers when they are ready to buy or need order help. This creates lost sales and avoidable frustration.

3

FINDING 03

Repeat Question Load

About 70% of the 1,200 daily messages are repeat questions about orders, warranty and shipping. Staff spend most of their time on predictable requests instead of complex cases that need human judgement. The business cost is high workload, slower replies and limited capacity to scale without hiring.

4

FINDING 04

Disconnected Data Sources

Product and policy information lives in Google Docs, while order data sits in a separate system with an API. Staff must manually check both sources to answer a single question, which is slow and can produce inconsistent answers. This increases handling time and risks giving customers outdated or incorrect information.



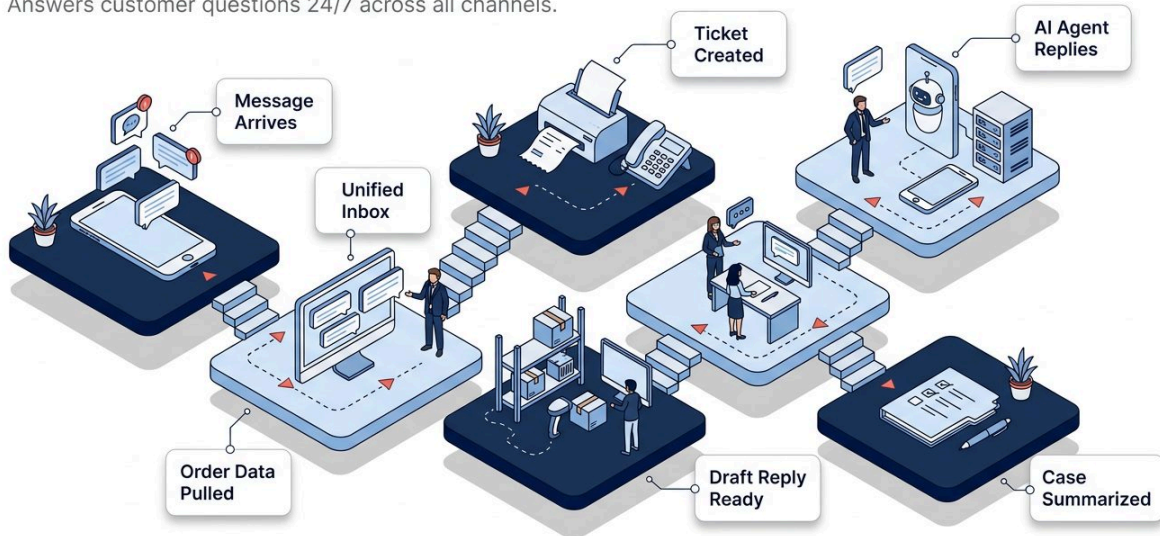
Solution Architecture

AI Customer Service Inbox

DETAIL A – HOW THE SYSTEM WORKS

AI Customer Service Inbox

Answers customer questions 24/7 across all channels.

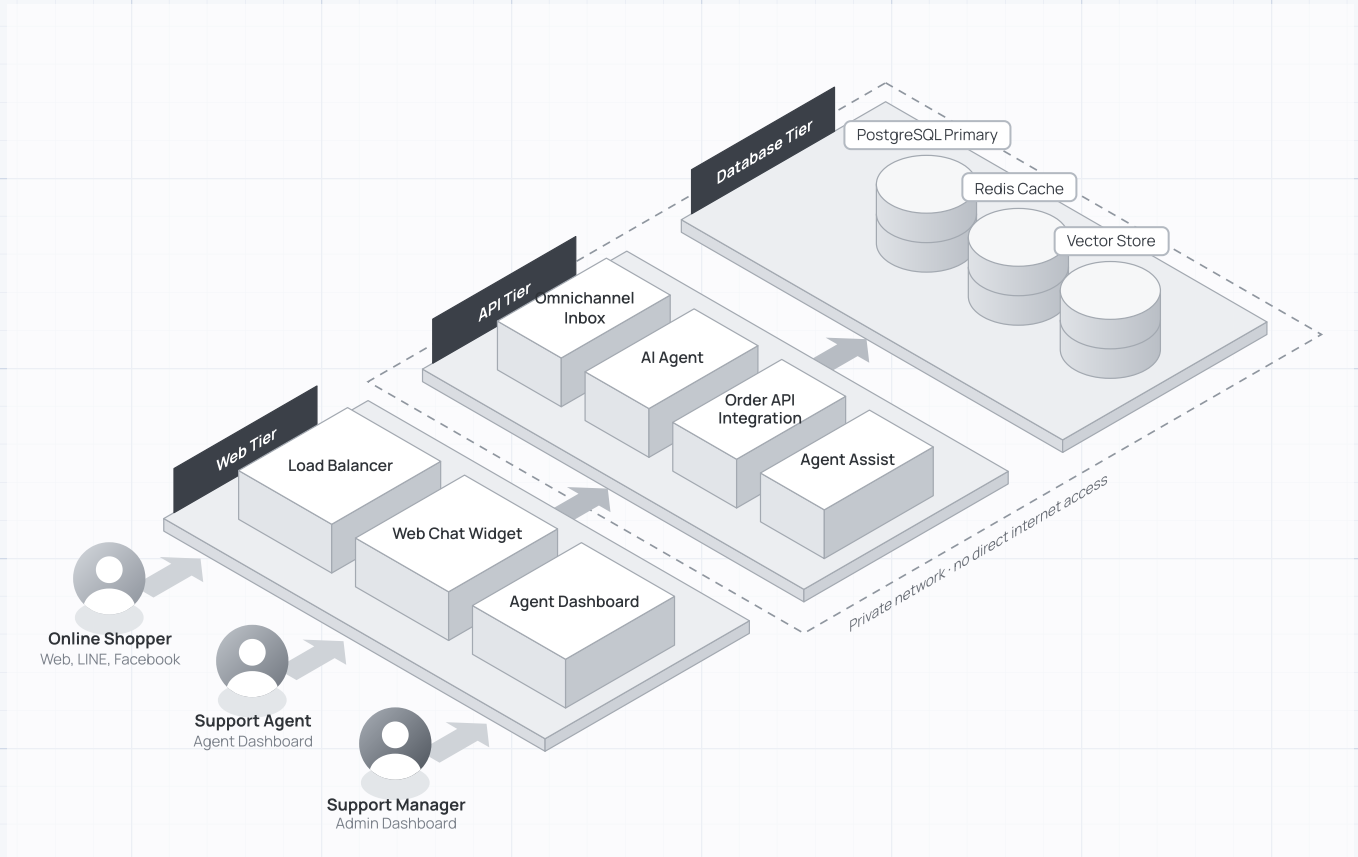


AI Customer Service Inbox – Answers customer questions 24/7 across all channels.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system



Online Shopper
Web, LINE, Facebook

Asks order, warranty and shipping questions.



Support Agent
Agent Dashboard

Handles tickets and sends AI drafts.



Support Manager
Admin Dashboard

Monitors queues and knowledge base.

Traffic estimate

Daily volume

**~1,200
messages/day**

Peak load

**~1 req/s, evening 7-
10 PM**

Concurrent users

~80 users

Capacity plan

**2 app servers behind load balancer, auto-
scaling to 4; PostgreSQL primary + replica,
Redis cache**

1,200 msgs/day × 20% evening peak × 10 API calls/msg ≈ 0.7 req/s; 2 app servers sustain > 3× that.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.

Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	Omnichannel Inbox	Collects website, LINE and Facebook messages into one shared queue.
2	Ticketing & Customer History	Creates tickets and shows each customer's past conversations and context.
3	AI Agent	Answers customer questions 24/7 using approved knowledge and order data.
4	Knowledge Base Connector	Syncs product and policy content from Google Docs for AI answers.
5	Order API Integration	Retrieves order, warranty and shipping information from the existing order system.
6	Agent Assist	Generates case summaries and draft replies for the support team.

INCLUDED

- ☒ Unified inbox for website, LINE and Facebook
- ☒ Ticketing and customer history
- ☒ AI agent trained on Google Docs knowledge base
- ☒ Order system API integration
- ☒ Case summaries and draft replies for support staff
- ☒ 24/7 automated responses for common questions

NOT INCLUDED IN THIS SCOPE

- ☐ Third-party messaging platform fees
- ☐ Order system API changes
- ☐ Ongoing knowledge base content writing
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Knowledge base content may be inconsistent or outdated, reducing AI answer accuracy.	Run a content audit and define an approved answer set before AI training.
Order API may have rate limits or incomplete data for order status, warranty and shipping.	Validate API endpoints early and build fallback responses with human handoff.
UAT feedback may extend the timeline if requirements change after discovery.	Freeze core scope after discovery and manage changes through a written change request.



Delivery Plan



Estimated Investment

ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

6 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Omnichannel Inbox, Ticketing & Customer History Unified inbox for website, LINE and Facebook with ticket queues and customer timeline.	฿60,000–130,000	3 weeks
AI Agent, Knowledge Base Connector & Order API Integration 24/7 AI answers from Google Docs and order system data for common order, warranty and shipping questions.	฿70,000–170,000	4 weeks
Agent Assist, Case Summaries & Draft Replies Support staff receive AI-generated case summaries and suggested replies to speed up handling.	฿20,000–50,000	2 weeks

Estimated total

฿150,000–350,000 6 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides Google Docs knowledge base access, order system API documentation, and sandbox credentials during discovery.
- Client has one order system with a stable API and test environment; no legacy middleware changes are required.
- Support staff are available for 2–3 review sessions and UAT feedback within the 6-week timeline.
- Message volume remains around 1,200 per day; significant volume or channel growth may require a scope review.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

- 1 Schedule a scoping session with the engineering team to confirm requirements, channels, API access and success metrics.
- 2 Review and sign the proposal and statement of work to lock the 6-week delivery plan.
- 3 Kick off discovery with knowledge base and order system access so build can start in week 1.



CEO & Solution Provider

pheerakarn@dnamaker.com

+66 81 831 5679

LINE @dnamaker · www.dnamaker.com

Built to go live. Built to last.

