



## PROJECT SUMMARY

<b>Ref No.:</b> MRIC/PCS-2301	<b>Title:</b> An ecommerce chatbot in Kreol Morisien
<b>Local Company:</b> LeFinTech Ltd	
<b>Project Leader</b>	
Mr. Nayar Joolfoo	LeFinTech Ltd
<b>TECHNICAL ABSTRACT</b>	
<p>Following the outbreak of Covid-19 in Mauritius last year, many businesses were forced to go online and clients resorted to online sales to continue their shopping experience. Thus many more businesses created a FB page to market their products and services. While this marketing approach is good, many businesses do not possess the required skills to leverage on FB's developer tools and this task is further complicated with the unavailability of Mauritian Creole in FB's database to exploit the existing tools and resources. This situation thus leads us to the following problem statement: "Can a centralised database with key business terms and slangs in Mauritian Creole be developed that will allow buyers to communicate with sellers more easily and realise sales more quickly?"</p> <p>We, at LeFinTech Ltd, are using chatbots to help businesses take orders directly from facebook without the need to invest to maintain an ecommerce website. The order is then sent to the business owner via chat or SMS. Alternatively, the chatbot can be integrated to the existing ERP/CRM of the business if they have it already.</p> <p>Using the same process, it is thus proposed to innovate our service by offering a Mauritian Creole chatbot that will touch a greater segment of the population who may not necessarily be English conversant. This project will also contribute towards research on the types of Mauritian words and slangs used in sales and provide a unique database for potential researchers, be it from public bodies or private bodies, to further develop A.I based related services and products.</p>	
<b>Key Words:</b> Chatbot, Artificial Intelligence, Robotic Business automation, ERP, Kreol Morisien	