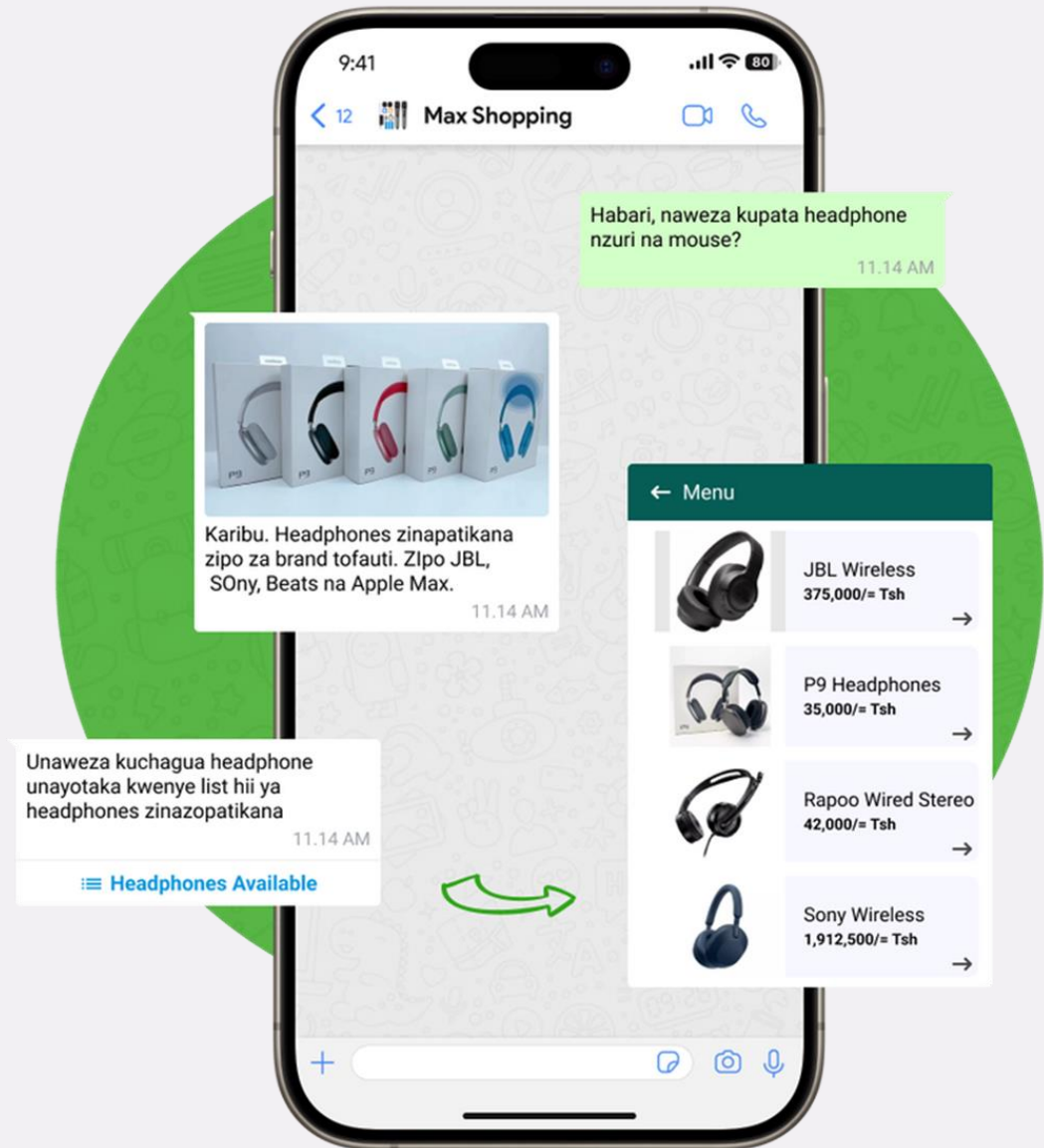


How AI is Redefining Social Commerce Order Management for SMEs



The SME Challenge in the Africa

SMEs form the backbone of economies but face operational inefficiencies, especially in order management and sales.

Key Statistics:

- SMEs contribute 40% of GDP in emerging markets.
- Up to 60% of SMEs struggle with digital tools for commerce.

Empowering SMEs with AI

- Simplify commerce for SMEs using cutting-edge AI technology.

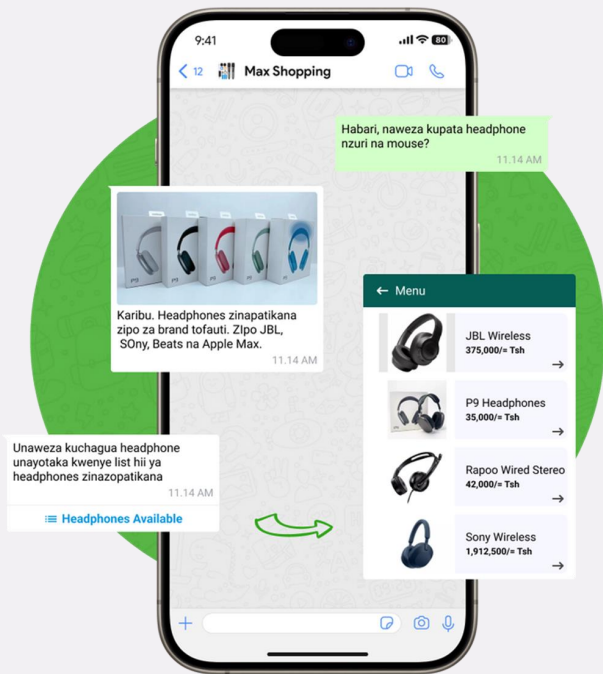
- **Focus Areas:**

- Automate repetitive processes like order-taking.
- Enhance customer interaction with personalized and contextual responses.
- Enable scalability with minimal operational overhead.

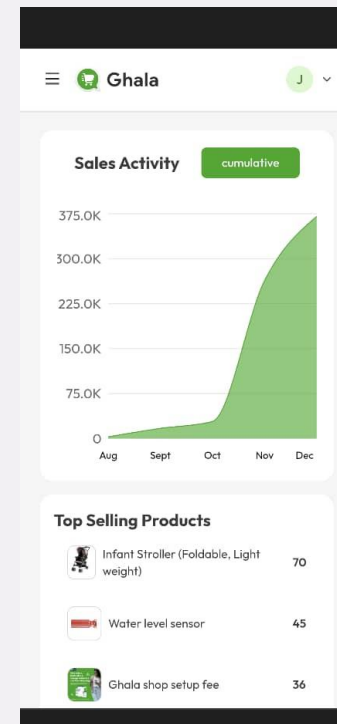
Use Case : Ghala

An AI-powered platform leveraging **WhatsApp** and **Conversational AI** for seamless order management and enhanced sales.

ARCHITECTURE



Large Language Models (LLMs)



The AI Framework Behind Ghala

1. Large Language Models (LLMs)

Process natural language to understand customer queries.

2. Classifiers

Categorize customer queries (e.g., order placement, product inquiry). Route queries to the appropriate action or response.

The Role of Large Language Models (LLMs)

Capabilities of LLMs

Understanding natural language queries.

Handling multilingual and context-specific interactions.

Generating coherent and personalized responses.

Example Interaction: Query: "Can I order tacos for delivery?" AI Response: "Yes, we deliver tacos. Here's today's menu. Would you like to proceed to payment?"

Tailor Response To Customer Needs

What Classifiers Do?

Categorize inputs into specific actions.

Catalogue: Displays product listings.

Payment: Guides secure transactions.

Classifiers use pre-trained and fine-tuned models to recognize intent with high accuracy.

Example: Input: "What's the price of pizza?" → Classifier routes to Catalogue.

Natural Language Processing (NLP) Understanding Customer Queries

What happens when a customer asks a question?

1. The system analyzes the text using LLMs.
2. A classifier determines the type of query: Is it an order? A question about availability? A request for delivery updates?
3. The system responds with the most accurate and relevant answer.

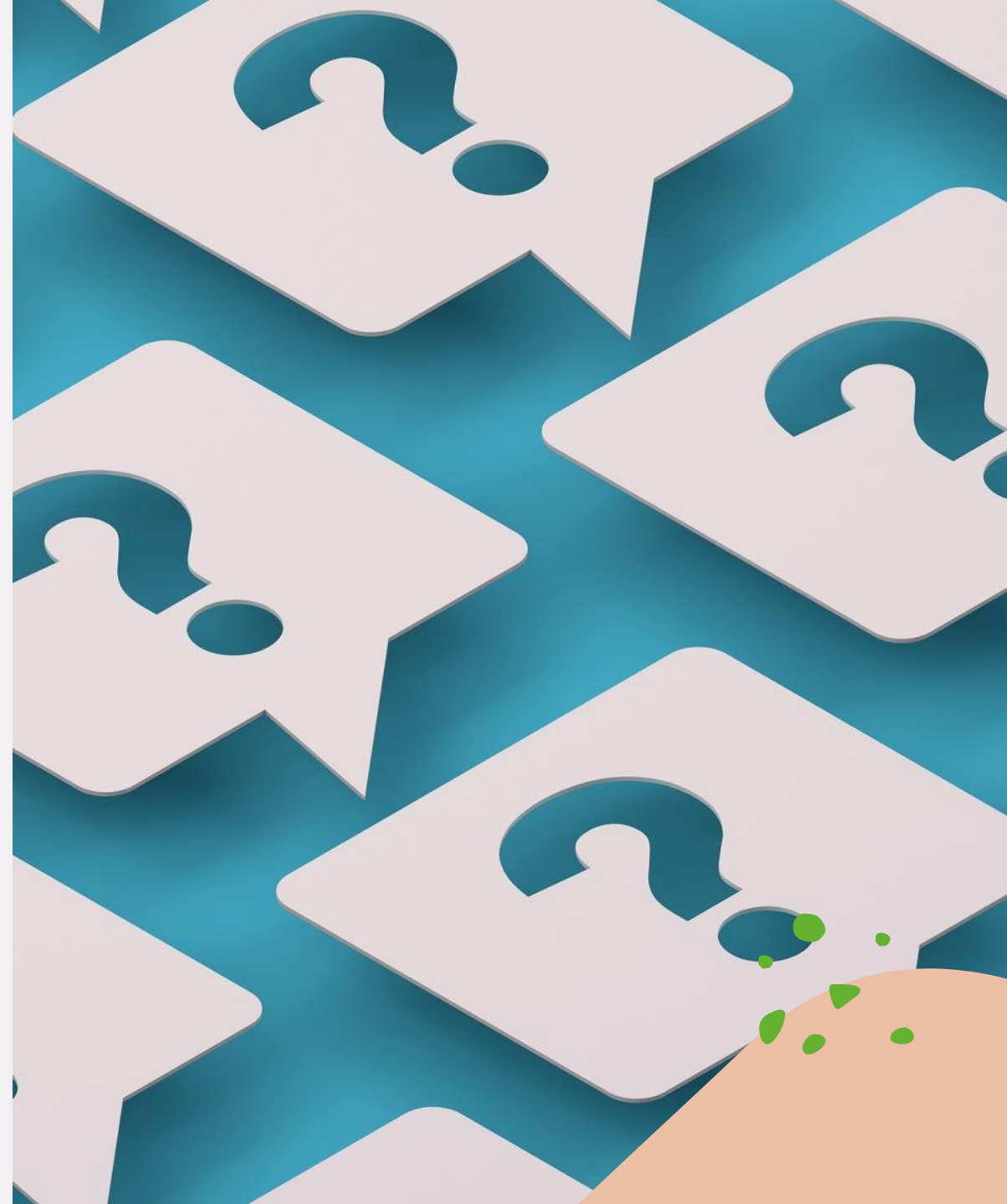


Integration with Whatsapp

Orders can be placed and confirmed via WhatsApp.

Notifications and updates sent directly to customers.

AI ensures efficient query handling in real-time.



Example

How It Works in Action

1. Customer Query: "Do you have pepperoni pizza available?"
2. AI Process: LLM understands the query. Classifier identifies it as a product inquiry.
3. System checks inventory and responds



Ghala vs. WhatsApp Business

WhatsApp Business: Limited automation.

Ghala: Advanced features like payment collection, order tracking.

Designed for African SMEs with local payment support.

Ready to Simplify sales

Visit : www.ghala.tz