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(51) International classification	:G06N 20/20, G06N 3/0985, G06N 3/09, G06N 3/091, G06N 3/092	(71) <b>Name of Applicant :</b> <b>1)NOIDA INSTITUTE OF ENGINEERING &amp; TECHNOLOGY</b> Address of Applicant :19, Knowledge Park-II, Institutional Area, Greater Noida – 201306, Uttar Pradesh, India. Uttar Pradesh India (72) <b>Name of Inventor :</b> <b>1)SANCHI KAUSHIK</b> <b>2)OSHIN MISRA</b>
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(57) Abstract :

The invention relates to an AI-based platform (100) for smart virtual customer engagement, comprising a natural language understanding module (110) for intent detection, a machine learning engine (120) for adaptive learning, a predictive analytics module (130) for proactive interactions, and an engagement orchestrator (140) for conversation management. The platform integrates with multiple channels through an interface layer (150) and offers analytical insights via a dashboard (160). It enhances personalization, reduces human intervention, and improves engagement quality across digital customer touchpoints.

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