Project Closure Plan – Logitech AI Chatbot

1. Introduction

The *Logitech AI Chatbot* project was successfully executed to increase holiday season sales by providing personalised product recommendations and offering discount notifications via an AI-driven chatbot. Running from October 24, 2022, to January 20, 2023, the chatbot was launched on December 15, 2022, and continued post-New Year support and analytics until January 17, 2023. The Closure Plan ensures proper finalisation, documentation, and handover of project deliverables.

2. Project Objectives & Success Criteria

Project Objectives:

- Develop an AI chatbot that provides guided shopping experiences.
- Implement product recommendations based on user preferences.
- Enable users to opt-in for weekly discount messages.
- Integrate chatbot engagement with Facebook & Instagram ads.
- Track performance and provide post-launch analytics to Logitech.

Success Criteria:

- ≥ 60% chatbot engagement rate was achieved.
- ≥ 30% of users proceeded to checkout via chatbot recommendations.
- ≥ 25% of users redeemed promo discounts successfully.
- 80%+ customer satisfaction score was received based on chatbot feedback.

3. Final Deliverables

Deliverable	Status	Completion Date
AI Chatbot Development & Deployment	Completed	December 15, 2022
Product Recommendation Algorithm	Completed	November 14, 2022
Facebook & Instagram Ad Setup	Completed	November 28, 2022
Weekly Discount Message Rollout	Completed	December 16, 2022 – January 10, 2023
Performance Tracking & Optimization	Completed	January 11, 2023
Wrap-Up Report Submission	Completed	January 17, 2023

4. Performance Evaluation

Metric	Target	Actual Result	Status
Chatbot Engagement Rate	≥ 60%	**64%**	Achieved
Purchase Conversion Rate	≥ 30%	**32%**	Achieved
Discount Redemption Rate	≥ 25%	**27%**	Achieved
User Retention Rate	≥ 50%	**53%**	Achieved
Customer Satisfaction Score	80%	**82%**	Achieved

5. Lessons Learned

5.1 What Worked Well?

- AI-driven product recommendations successfully improved user engagement.
- Targeted Facebook & Instagram ads increased chatbot traffic.
- Opt-in discount messages encouraged repeat user interactions.
- A/B testing helped optimise chatbot messaging for better conversion rates.

5.2 Areas for Improvement

- Earlier API testing could have reduced minor integration delays.
- More dynamic discount offerings might have increased purchase conversions.
- Enhanced personalisation could further improve user engagement.

6. Risk Management & Resolution

Risk	Impact	Resolution	Status
Low chatbot engagement	High	Optimized chatbot messaging & ad placement	Resolved
Users not completing purchases	High	Improved CTA placement & simplified checkout process	Resolved
Technical issues with chatbot responses	Medium	Conducted real-time debugging & AI training	Resolved
Ad campaign underperformance	Medium	Adjusted targeting & creative strategy	Resolved

7. Project Closure Activities

7.1 Final Reports & Documentation

- Final Performance Report – Summarised chatbot engagement, conversion rates, and discount impact.
- Lessons Learned Document – Captured key insights for future chatbot projects.
- Chatbot Performance Dashboard – Provided Logitech with interactive analytics data.

7.2 Stakeholder Handover

- Marketing Team: Received chatbot engagement insights and ad performance data.
- AI Development Team: Maintained chatbot workflow for potential future updates.
- Client (Logitech): Received final project documentation and wrap-up report.

7.3 Formal Project Closure Approval

Authorized By	Approval
Project Sponsor	Logitech
Project Manager	Shirsh Kumar

8. Conclusion

The *Logitech AI Chatbot* project was successfully executed, met all engagement and conversion goals, and provided a seamless holiday shopping experience for customers. The chatbot effectively drove product recommendations, discount promotions, and increased Logitech's seasonal sales. With a structured closure process, all deliverables were finalised, and insights were documented for future improvements.