

Logitech – AI Chatbot for Holiday Sales

Project Title: Logitech AI Chatbot – Holiday Sales Campaign

Project Sponsor: Logitech

Project Manager: Shirsh Kumar

Project Start Date: October 24, 2022

Project End Date: January 20, 2023

1. Project Purpose & Justification

The Logitech AI chatbot was developed to drive holiday sales by providing users with a guided shopping experience through an AI-driven chatbot. The chatbot asked users relevant questions about their needs and recommended the best Logitech products, allowing users to purchase directly or send a gift. Additionally, the chatbot encouraged weekly opt-ins for exclusive discounts, increasing customer engagement and repeat visits.

This project aimed to:

- Boost holiday sales during Christmas & New Year through AI-driven recommendations.
- Enhance customer experience by simplifying product discovery.
- Encourage repeat visits via weekly discount messages.
- Increase brand engagement by leveraging Facebook & Instagram ads.

2. Project Objectives & Success Criteria

Project Objectives:

1. Develop an AI-powered chatbot for Logitech's holiday sales campaign.
2. Design a guided shopping experience where users answer questions to receive personalised product recommendations.
3. Provide direct purchase & gifting options with a seamless checkout process.
4. Implement weekly opt-in messages for discount notifications.
5. Set up & optimise ad campaigns on Facebook & Instagram to drive chatbot traffic.
6. Monitor chatbot engagement & sales conversions and provide post-launch support until January 17, 2023.

Success Criteria:

- High chatbot engagement rate – Users actively interact with product recommendations.
- Increased holiday season sales through chatbot-driven purchases.
- Strong conversion rates from discount opt-in users.
- Positive customer feedback on the chatbot experience.

3. High-Level Scope

In Scope:

- AI chatbot development and integration with Logitech's website.
- Personalised product recommendations based on user responses.
- Direct purchase & gifting options with external checkout links.
- Weekly opt-in messages for discount updates.
- Facebook & Instagram ad setup to drive chatbot engagement.
- Analytics tracking & performance reporting Weekly.

Out of Scope:

- Handling customer service inquiries.
- Processing payments (handled by Logitech's website).
- Modifications to Logitech's e-commerce platform.

4. Major Deliverables & Milestones

Deliverable	Milestone	Completion Date
Chatbot Workflow Finalization	Sprint 1	November 3, 2022
Product Recommendation Logic	Sprint 2	November 14, 2022
Facebook & Instagram Ad Setup	Sprint 3	November 28, 2022
Chatbot Testing & Optimization	Sprint 4	December 10, 2022
Full Chatbot Launch	Sprint 5	December 15, 2022
Weekly Discount Message Rollout	Sprint 6	December 16, 2022 – January 10, 2023
Performance Tracking & Optimization	Sprint 7	January 11, 2023

Wrap-Up Report Submission	Sprint 8	January 17, 2023
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5. High-Level Risks & Mitigation Strategies

Risk	Impact	Likelihood	Mitigation Strategy
Low chatbot engagement	High	Medium	Optimize ad targeting & chatbot messaging
Users not completing purchases	High	Medium	Improve CTA placement & discount incentives
Technical integration delays	Medium	Low	Conduct early API testing with Logitech's platform
Ad campaign underperformance	Medium	Medium	Adjust ad creatives & audience targeting

6. Project Constraints & Assumptions

Project Constraints:

- The chatbot must be fully functional before the holiday season for maximum impact.
- Ad campaigns must comply with Facebook & Instagram policies.
- Discount messages must be approved by Logitech before rollout.

Project Assumptions:

- Users will actively engage with the chatbot and follow the journey to purchase.
- Facebook & Instagram chatbot integration will function without major API restrictions.
- Logitech's e-commerce platform will support seamless checkout via chatbot-generated links.

7. Budget Estimate: \$40,000

Category	Allocated Budget (\$)
AI Chatbot Development	\$ 12,000
Product Recommendation Algorithm	\$ 8,000
Facebook & Instagram Ad Campaigns	\$ 10,000
Performance Analytics & Optimization	\$ 7,000
Contingency Reserve	\$ 3,000

8. Formal Closure Process

Steps to Close the Project:

1. Final Chatbot Performance Review – Analyse engagement metrics & sales conversions.
2. Bug Fixes & Optimization – Address any final technical issues.
3. Final Client & Partner Review – Ensure alignment with Logitech's marketing team.

4. Discount Campaign Impact Analysis – Review effectiveness of weekly promotions.
5. Lessons Learned Documentation – Capture key takeaways for future campaigns.
6. Formal Approval & Project Sign-Off – Confirm project success and archive documentation.

9. Approval & Authorisation

Approved by	Acknowledgment
Project Sponsor	Logitech
Project Manager	Shirsh Kumar