

AZURE OPENAI BASED CHATBOT DEVELOPMENT TO SUPPORT INVENTORY AND PRODUCT PRICING MANAGEMENT IN THE ACCOUNT MANAGER ROLE

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ABSTRACT

Increasing sales and easy access to product information are the main keys in today's business world. Account Managers play an important role in maintaining customer relationships and ensuring adequate product availability. Therefore, this study aims to develop an innovative chatbot based on Azure OpenAI. This chatbot will help Account Managers access product inventory and pricing information more easily and efficiently. The research methodology includes a needs analysis to identify the information needed by Account Managers. Chatbot development is carried out by utilizing the Azure platform and integrating the GPT 3.5-TURBO-16K model to improve the chatbot's language capabilities. The chatbot developed has been tested and proven accurate in providing product inventory and pricing information. By adding the Retrival Augmented Generation (RAG) method, the chatbot will only answer according to the database used as the basis for the information to be accessed. The results of the study show that the chatbot used by Account Managers at the ViBiCloud company has succeeded in accordance with the provisions set. The chatbot only answers according to the existing database and does not answer questions outside the database, and provides answers according to the established message system. Chatbots can be accessed through various devices. This innovation is expected to increase the efficiency and productivity of Account Managers in managing inventory information and product prices, as well as providing information owned by ViBiCloud according to customer needs.

Keywords: *Chatbot, Azure, OpenAI, Account Manager, Retrieval Augmented Generation (RAG)*