Work Sample: From Support Tickets to Self-Sufficiency: AI-Powered Liquid Template Editing

Overview

Date: 2023
Project Type: Web Development / Generative AI
Role: Software Developer

As part of an innovation week hackathon, developers were tasked with identifying areas where AI could be introduced to improve a workflow or process. To that end, the project selected was to help users confidently update their platform templates with less reliance on the Customer Success team.

Pain Point

Clients can personalize their platform with Shopify's Liquid template language. This feature presented a significant challenge for many, especially in higher education institutions. Most institutions lack a dedicated developer, let alone one familiar with Liquid, making even basic customizations frustrating. This gap often delays platforms going live and creates ongoing roadblocks when updates are necessary. Addressing this pain point became a top point of interest to streamline the user experience and reduce the burden on customer success teams.

Solution

To address this challenge, a fellow developer and I created a workflow integrating a chatbot with ChatGPT. This system analyzes Liquid templates and offers suggestions for improvement upon request. Our solution would enable clients to confidently and knowledgeably modify their templates without needing any technical expertise. Additionally, by offloading these support requests, the Customer Success team would be able to focus on higher-value tasks, enhancing overall efficiency and client satisfaction.

Execution

1. Research & Discovery
   - Conducted interviews with the Customer Success team to uncover client pain points related to customizing Liquid templates.
   - Analyzed support tickets to identify challenges clients faced using Liquid.
   - Researched available chatbot libraries to find a maintained and scalable solution.
   - Explored best practices for leveraging ChatGPT effectively.
2. Design & Prototyping
   - Drafted a detailed implementation plan for integrating ChatGPT based on its documentation.
   - Outlined the API call structure for sending and receiving data from ChatGPT.
   - Sketched a UI placement for the chatbot to ensure a seamless user experience.
3. Development
   - Split development responsibilities between two developers:
   - The second developer focused on integrating the chatbot into the designated UI section.
   - I implemented the ChatGPT assistant and built the necessary server-side logic for processing AI-driven suggestions.
4. Testing & Feedback
   - Conducted user testing with the Customer Success team to gauge the chatbot's effectiveness.
   - Iterated the implementation based on feedback to improve the overall experience.

5. Final Launch
- While the project ultimately did not go live, it demonstrated AI's potential to empower users and reduce the workload of internal teams when implemented strategically.

Conclusion

Recognizing the challenges faced by clients and the Customer Success team, AI emerged as a powerful solution that would have empowered clients to confidently modify their platform templates. This innovation would have also alleviated the burden on support staff, streamlined the customization process, and allowed the Customer Success team to focus on more strategic initiatives.