This study examines how Pega chatbots use Artificial Intelligence (AI) and Natural Language Processing (NLP) to enhance customer service through digital messaging platforms.The proposed project, ConnectHub: Your AI-Driven Customer Interaction Portal, builds on these strengths by developing a web-based bilingual chatbot tailored for Arabic- and English-speaking users in Oman, offering an affordable, localized, and culturally adaptive solution for small and medium enterprises (SMEs).

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