AI DM SALES TRAINING & EVALUATION LAB · BANGLADESH EDITION

AlapLab

Train moderators who close.

Hire the ones who already do.

The first conversational AI customer simulator built for Bangladesh F-Commerce & B2C businesses selling via Facebook Messenger, WhatsApp, and Instagram DMs.



✓ Bangla & Banglish AI Buyers

✓ Per-Reply SLA (<45s) Timer



PARTICIPANT INTRO

Nur Mohammod Sajib

DEGREE & PROGRAM
Studying B.Sc. in Computer Science & Engineering (CSE)

UNIVERSITY
Southeast University, Dhaka, Bangladesh

ROLE
Creator & Full-Stack AI Engineer

HACKATHON TRACK
AIgnite Buildathon 2026 (National AI Hackathon for B2C)

Why Bangladesh F-Commerce Shops Miss Sales Opportunities in the DMs

D2C orders are won or lost inside Messenger & WhatsApp. Untrained moderators cause 3 expensive revenue leaks every day:

01 · SLOW RESPONSE SLA

High-Intent Leads Evaporate

When a buyer asks "pp" or "price koto?", they message 3 to 5 competing pages at once.

Slow replies (>45 seconds) get ghosted immediately—wasting thousands of Taka in paid Facebook ad traffic.

Result: 40% lead drop-off on slow replies



02 · COURIER RTO & DM CHAOS

Outside-Dhaka ৳130 advance refusal & >45s replies cause 30% parcel returns.

03 · MARGIN EROSION

Defensive Tone & Discounts

When skeptical buyers ask "Real pic den" or claim "Onno page e kom", untrained reps argue defensively or grant unauthorized 20% discounts that wipe out net profit.

Result: Erased profit margins & brand trust

AlapLab: AI Customer Simulation & Evaluation Lab

Realistic Messenger & WhatsApp simulations in native Bangla, Banglish & English—strictly grounded in your shop's rules.

MODE 1 · FOR EXISTING MODERATORS

Employee Practice & Training Lab



- ✓ Adaptive 4-Level Difficulty: Escalates from price checks to hard bargainers.
- ✓ Instant Banglish Coaching: Actionable Bangla & Banglish phrases that close.
- ✓ Ground-Truth Policy Checks: Tests BDT prices, courier fees & bKash rules.
- ✓ Unlimited Safe Practice: Master objections with zero live customer risk.

MODE 2 · FOR JOB APPLICANTS

Candidate Hiring Evaluation Lab



- ✓ Single-Attempt Links: Locks after 1 attempt to prevent rehearsal.
- ✓ Per-Message SLA Timer: Tracks exact seconds-to-reply under pressure.
- ✓ Standardized Benchmarks: Identical customer cases for 100% fair hiring.
- ✓ Evidence Scorecard: Ranks applicants with transcript quotes & fit scores.

How AlapLab Works: The 4-Step Frictionless Pipeline

From shop configuration to evidence-backed scorecards in under 3 minutes—zero app installation or passwords needed.

STEP 01

Ground Truth Rules

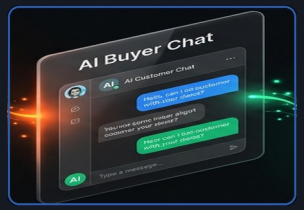


Configure catalog, BDT prices, courier fees, rules.

Zero policy hallucinations

STEP 02

Curated BD Cases



Choose from 15+ local F-commerce scenarios: advance refusal, price hagglers, and "Real pic den".

Bangla, Banglish & English

STEP 03

Frictionless Links



Share private test links via WhatsApp or Messenger. Moderators open in browser and start instantly.

No app or password needed

STEP 04

Evidence Scorecard



Review per-reply SLA speed, policy compliance checks, transcript quotes, and hiring fit ratings.

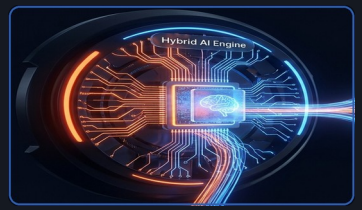
Data-backed decisions

Architecture, Market Impact & Business Model

Built for mathematical precision, rapid merchant ROI, and scale across Bangladesh's 400,000+ social commerce sellers.

TECH ARCHITECTURE

Hybrid AI + Rule Engine



- GPT-6 Luna for natural Bangla & Banglish buyer chat.
- Deterministic regex & rule validators for 100% BDT price & courier accuracy.

Next.js 16 · TypeScript · Supabase

COMMERCIAL MODEL

400K+ F-Commerce Market



- 400,000+ active FB, Instagram & WhatsApp shops in Bangladesh.
- Monthly Training SaaS + Pay-per-candidate Hiring Credits

Scalable B2B SaaS + Credit Packs