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(57) Abstract :

Embodiments of the present disclosure relates to a system (100) and method (300) for enabling delivering personalized assistance to a user. In an aspect, the present disclosure discloses a system (102) for enabling automated and personalized interaction with a user in real-time by applying automation, intelligent algorithms, and user-centric methodologies to deliver personalized and cost-effective assistance to the user of various applications and services. The system (102) comprises a processor (202) coupled to a memory (204). The memory (204) stores processor-executable instructions. The processor (202) is configured to analyse user queries in real-time. Further, the processor (202) is configured to store the analysed user queries in a database. Next, the processor (202) is configured to engage the user in a dynamic conversation based on the user queries. In the end, the processor (202) is configured to integrate a plurality of gamification elements in the dynamic conversation

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