


## Project Design Phase – II

### Problem – Customer Journey Map

Date	23 October 2022
Team ID	PNT2022TMID02916
Project Name	AI based discourse for Banking Industry

### Customer Journey Map:

Template




## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.








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Created in partnership with


**Product School**

**Document an existing experience**

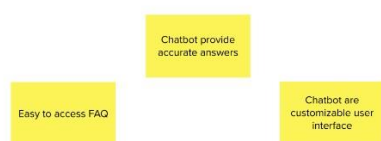
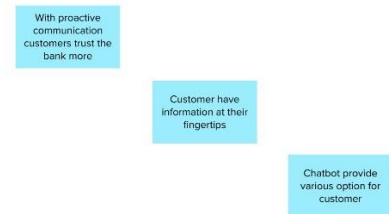
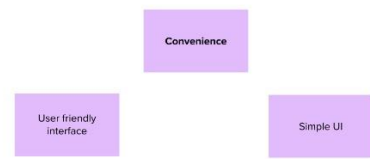
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	 <p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>
 <p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f0f0f0; font-size: x-small;">Quick Response to Banking Query</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f0f0f0; font-size: x-small;">Offer Convenience</div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f0f0f0; font-size: x-small;">Save's Time</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f0f0f0; font-size: x-small;">Chatbot provide quick reply's for customer queries</div> </div>
 <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>■ <b>People:</b> Who do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e0f0ff; font-size: x-small;">People will interact with virtual banking assistant</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e0f0ff; font-size: x-small;">Customer should able to type their query easily</div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e0f0ff; font-size: x-small;">Banking chatbot by asking relative questions</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e0f0ff; font-size: x-small;">Chatbot will be able to interpret the customer queries</div> </div>
 <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff9c4; font-size: x-small;">Chatbot should able to solve all the customer queries</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff9c4; font-size: x-small;">Information provided by chatbot should be clear</div> </div>
 <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e8f5e9; font-size: x-small;">Chatbot meet that goal and enhance their experience</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e8f5e9; font-size: x-small;">Free to use</div> </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #e8f5e9; font-size: x-small;">Use anywhere at anytime</div> </div>
 <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #ffe0b2; font-size: x-small;">Need Internet</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #ffe0b2; font-size: x-small;">Server down issue</div> </div>
 <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff176; font-size: x-small;">Chatbot are available at 24/7</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff176; font-size: x-small;">Efficient to use</div> </div> <div style="display: flex; justify-content: center; align-items: center; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff176; font-size: x-small;">Provide privacy</div> </div>



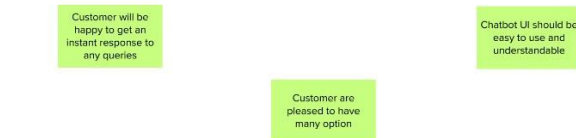
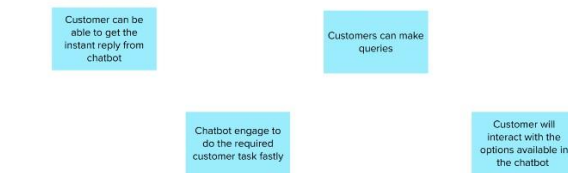
## Enter

What do people experience as they begin the process?



## Engage

In the core moments in the process, what happens?





## Exit

What do people typically experience as the process finishes?

Chatbots provide reliable information to customer queries

Customer will receive clarification on their enquiry

Customer will interact with the feedback form

Customer can get tasks done easily by chatbots

Customer can efficiently use chatbot on variety of platform

Ensure personalize conversation with customer

Chatbot provide quick response

Next generation technology

Customer feel secure in using chatbot at end

Customer became unhappy at end, if chatbot doesn't provide good interaction with them

Solution to customer become faster

Conversation preview



## Extend

What happens after the experience is over?

Cost efficient

Chatbot enhance customer satisfaction

Customer can exit the chatbot or access again if they need the chatbot function again

Customer should be able to get the good guidance on banking by chatbot

enhance customer satisfaction

Customer need not be exhausted on travelling to banks

Chatbot features avoid the user being frustrated

Customer feel enlightened after clearing the queries

If chatbot training is not proper customer are unsatisfied

If the server error cause no information is cleared

Chatbot are portable and scalable in nature

End to end encrypted conversation