

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Save
Money and
time

It provides
the quick
response to
the customer

Action
speaks
Louder than
words

Communicate
with humans in
a very natural
form to resolve
their queries

Make
Secure
Payments

70% of
customers
prefer
contextual
conversations
with chatbots.

Improve
Work
Efficiency &
Reduce
Workload

What do they SEE?

environment
friends
what the market offers

Improve
profits and
generate
new leads

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Automated
customer
service

offer their
customers timely
reminders and
regular
notifications
regarding their
bank accounts.

Using a
chatbot
seems
convenience

It is used
for social
awareness

PAIN

fears
frustrations
obstacles

Chatbots are
poor in making
decisions unlike
human beings.

Bots are cheap to set
up and if
programmed
correctly they would
do the job exactly as
expected without
any error.

GAIN

"wants" / needs
measures of success
obstacles

High agility and
adaptability to
changing
environments
and
requirements.

It provide
24/7 client
support

Increased
Customer
Engagement

What do they HEAR?

what friends say
what boss say
what influencers say

Quickly block
your credit/
debit card in
case of loss.

Interest in
chatbots in the
markets has
increased by five
times in the last
five years

Limited
Response

Internet
Issues

Chatbots are not
known to be able
to interpret
multiple
questions asked
at one.

Higher Capacity for
Misunderstanding



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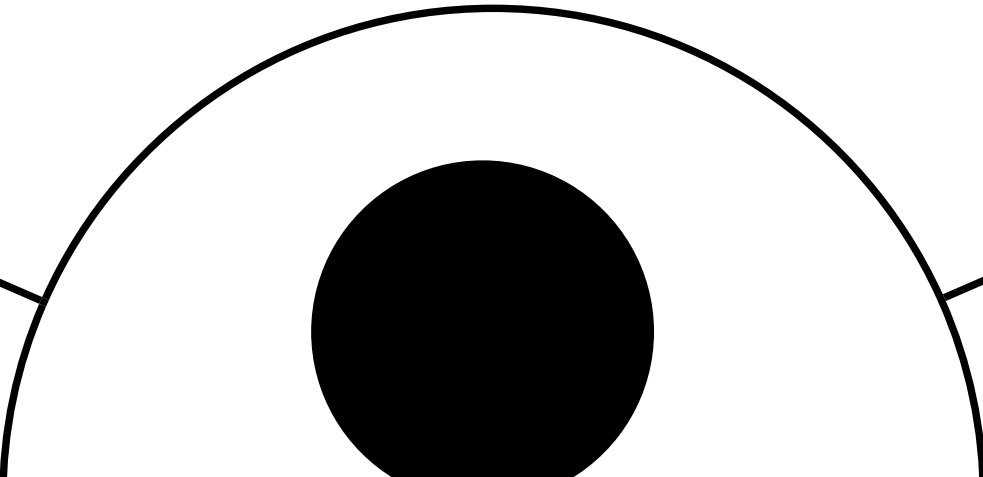
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