

DEVELOPMENT OF AI SOLUTIONS FOR BANK CUSTOMER COMPLAINTS

A comprehensive overview of AI-driven improvements in the efficiency of customer complaint ticket classification and the necessity for a streamlined process.



Chiraag P V

AI SOLUTIONS FOR BANK CUSTOMER COMPLAINT CLASSIFICATION

1 Introduction to AI Solutions

An overview of the artificial intelligence solutions applicable to bank customer complaint classification.

2 Problem Statement: Customer Complaint Process

A detailed discussion on the current customer complaint process and the issues faced.

3 Challenges in Current Complaint Handling

An exploration of the challenges that exist in the current methods of handling customer complaints.

4 AI Model Development: Overview

An overview of the development process for the AI model aimed at classifying customer complaints.

5 Dataset Considerations

Considerations regarding the datasets used for training the AI model.

6 Model Architecture and Training

Details on the architecture of the AI model and its training methodology.

7 Achievements: Model Accuracy

A summary of the achievements related to the accuracy of the developed AI model.

8 Future Enhancements: Expansion of Classifications

Discussion on potential future enhancements and the expansion of classifications in the model.

9 Practical Applications and Benefits

An overview of the practical applications and benefits of implementing AI solutions for complaint classification.

10 Contact Information

Contact information for further inquiries and discussions related to the presentation.

AI



INTRODUCTION TO AI SOLUTIONS

Importance of AI in Streamlining Processes

1 Introduction of Presenter

Name: Chiraag P V; Focus: Building AI Solutions.

2 Importance of AI in Streamlining Processes

AI enhances efficiency and user experience while addressing specific problems in various sectors.

CUSTOMER COMPLAINT PROCESS

Understanding the Challenges in Complaint
Ticket Raising



Overview of Complaint Ticket Raising

Customers need to select multiple options, including category, sub-category, and priority.



Complexity of the Current System

The complaint ticket raising process is time-consuming and difficult for customers to find the right category or sub-category.

CHALLENGES IN CURRENT COMPLAINT HANDLING

Understanding the Issues Affecting Customer Experience

1



Customer Frustration

Customers are experiencing increased time to raise complaints and face potential for incorrect categorization.

2

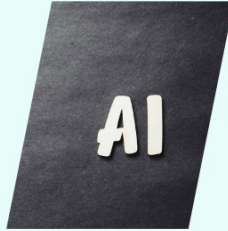


Impact on Customer Satisfaction

Delayed responses from banks contribute to a negative customer experience, which can lead to reduced loyalty.

AI MODEL DEVELOPMENT: OVERVIEW

Automating Customer Complaint Classification



Objective of the AI Model

The primary goal is to automate the classification of customer complaints, aiming to reduce both the time and effort required by customers.



Initial Focus on Category Prediction

The model initially concentrates on predicting three main categories of customer complaints, which include credit card or prepaid card, checking or savings account, and mortgage.



Selection of Dataset

Importance of a comprehensive dataset for training.



Current Dataset Limitations

Only category considered for the initial model; need for more data for sub-categories and other parameters.

DATASET CONSIDERATIONS

Understanding Dataset Importance and Limitations

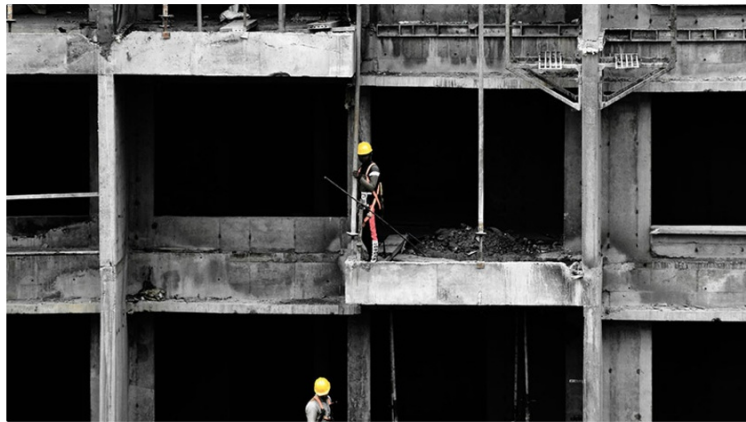


MODEL ARCHITECTURE AND TRAINING

Overview of Classifier Model Development

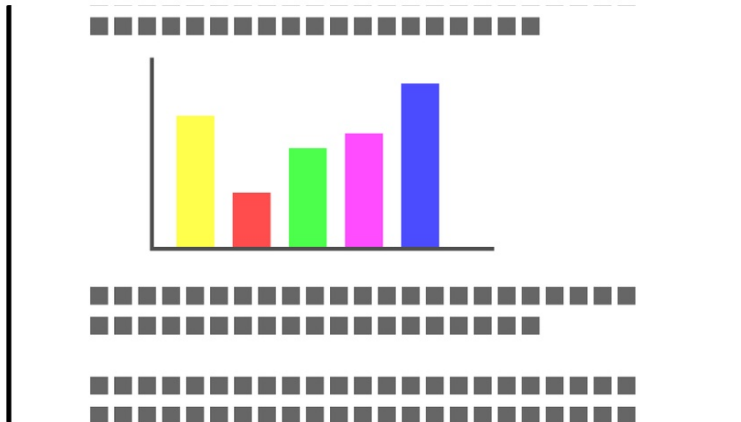
Construction of Classifier Model

Involves fine-tuning processes aimed at achieving effective predictions.



Methodology Used

Employs description-based input for classification and utilizes natural language processing techniques.



ACHIEVEMENTS: MODEL ACCURACY

1



Achieved an accuracy rate of 94%

This performance metric demonstrates the effectiveness of the model in making predictions.

2



Increased confidence in AI predictions

High accuracy translates to greater trust from users in the AI's ability to provide reliable outcomes.

3



Reduction of customer effort in complaint submission

With improved accuracy, customers face less complexity when submitting complaints, enhancing their experience.

FUTURE ENHANCEMENTS: EXPANSION OF CLASSIFICATIONS



Plans for Model Improvement

Classification into more categories and sub-categories, and inclusion of priority levels and other parameters.



Expected Outcomes

More comprehensive classification leading to better customer support.



PRACTICAL APPLICATIONS AND BENEFITS

Integration of AI in Banking Systems and Beyond



Integration of AI Model into Banking Systems

AI models enhance banking systems by streamlining complaint handling processes and improving overall customer satisfaction and retention.



Broader Implications for AI in Customer Service

The successful application of AI in banking has the potential for replication in other industries, showcasing the versatility and benefits of AI technology.

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