

Project DesignPhase-I-SolutionFit

Project Title: AI Based Discourse For Banking Industry

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DefineCS,fitintoCC

1. CUSTOMER SEGMENT(S)

CS

- Discover critical data points for customer segmentation
- Profile new customers into user specific segmentation
- Real time monitoring and reallocation of segments
- Support constant learning about each customer

2. CUSTOMER CONSTRAINTS

CC

- The value of reimagined customer engagement
- Rising customer expectation
- Disintermediation
- Increasing human-like formats

3. AVAILABLE SOLUTIONS

AS

- Use machine learning to achieve robotic process automation
- Augment human analytical competencies by leveraging machine learning
- Use data analytics to make smart and timely decisions

ExploreAS,differentiate

4.JOBS-TO-BE-DONE/PROBLEMS

J&P

- High error rates
- Hard to access
- Hard to integrate with external sources

5.PROBLEM ROOT CAUSE

RC

- Security and compliance
- Localization
- Transparency ,Explainability
- Siloed data

6. BEHAVIOUR

BE

- Reduced costs of acquisition
- Lower costs to serve
- Lower risk

FocusonJ&P,tapintoBE,understandRC

FocusonJ&P,tapintoBE,understandRC

EntitlystrongTR&EM	7. TRIGGERS TR <ul style="list-style-type: none"> Triggers can be pieces of information which users create through their everyday actions that indicate they are either a potential customer/ prospect or otherwise A user transacts on a bank's ATM 	9. YOUR SOLUTION SOLN <ul style="list-style-type: none"> Establish one master version for each customer Predict next best action for each customer Profile new customer as soon as they sign up Achieve smarter cross sell and up sell of products 	10. CHANNELS of BEHAVIOUR CB <ol style="list-style-type: none"> ONLINE <ul style="list-style-type: none"> Blending high tech and high touch banking experience Security and Privacy OFFLINE <ul style="list-style-type: none"> No Immediate response, as there is a direct interaction. Taking time to
	8. EMOTIONS: BEFORE/AFTER EM <ul style="list-style-type: none"> Before: Risk for storing data After: Easy to manage 		