Ideation Phase
Brainstorm & Idea Prioritization Template

Date	17 October 2022
Team ID	PNT2022TMID12391
Project Name	Project - Ai Based Discourse For Banking Industry
Maximum Marks	4 Marks

Ai Based Discourse For Banking Industry

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

1 PROBLEM STATEMENT

PROBLEM

The bank doesn't give the proper customer support to solve the queries of the customer. Our project based on AI based discourse for Banking Industry - The AI assistant is nothing but a chatbot which helps the customers to inquire about the issues they are facing, without having human interaction. The main reason of having chatbot, that provides 24x365 customer support. Customer service is the most crucial part for expanding the business. The AI assistant will identify the customer needs and respond accordingly to solve the problems of the customer. The banking system plays a major role for developing the country.

Step-2: Brainstorm, Idea Listing and Grouping

② Brainstorm

Naga Sapta Aakash B

Detailed information will be provided for Customer Queries	Easy to Create a Bank Account with simple steps	Track Transaction History
Chatbot keep information end to end encryption	Net Banking is easily done using Chatbot	If the Transaction status is "Pending / Refund" chatbot helps to guide the situation
Chatbot also help to guide the Invesment Process	Loan details and due status will share according to the end month date	Business Account Management

Athi Narayana kesavan B

Easy to use FAQ	Secure Communication	Customer Acquisition
Quicker help across the platform	User Behavioural Analytics	Financial planner
Improved efficiency	Automated customer support	Smart Payment processing

Gowri Supramanian A

24x365 days	Cost efficient	Easy to solve the queries
Queries can be solve anywhere anytime	Better data security	Easy to track customer details
Can handle multiple customer at a time	Automated customer service	Secure commuication

Rahul Vishwanath

Provide security and fraud alerts	Provides complete guidance in assisting a new customer	Keep record of each customer
Loan Management	Guide us about credit card plan and policies	Able to guide customers with new queries and provide voice assistant feature
Able to handle multi-language queries	Financial advisory to keep customer finances on track	eKYC initiation

3 **Group ideas**

USING ARTIFICIAL INTELLIGENCE

If the Transaction status is "Pending / Refund" chatbot helps to guide the situation	Financial advisory to keep customer finances on track	Loan details and due status will share according to the end month date	Guide us about credit card plan and policies

USING CLOUD TECHNOLOGY

Easy to track customer details	Track Transaction History	24x365 days	Detailed information will be provided for Customer Queries

USING NEURAL NETWORK

Improved efficiency	Quicker help across the platform	Can handle multiple customer at a time	User Behavioural Analytics

USING NATURAL LANGUAGE PROCESSING

Able to guide customers with new queries and provide voice assistant feature	Secure commuication	Able to handle multi-language queries	Easy to use FAQ

Step-3: Idea Prioritization

4 **Prioritize**

- Easy to use FAQ
- Track Transaction History
- Improved efficiency
- Secure commuication
- Loan details and due status will share according to the end month date
- Detailed information will be provided for Customer Queries
- Able to handle multi-language queries
- Able to guide customers with new queries and provide voice assistant feature
- Financial advisory to keep customer finances on track
- Quicker help across the platform
- Can handle multiple customer at a time
- User Behavioural Analytics
- 24x365 days
- Easy to track customer details
- If the Transaction status is "Pending / Refund" chatbot helps to guide the situation
- Guide us about credit card plan and policies