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Project DesignPhase-I-SolutionFit

Project Title: AI Based Discourse For Banking Industry

1. CUSTOMER SEGMENT(S)



- 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



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

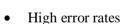
3. AVAILABLE SOLUTIONS



TeamID: PNT2022TMID12391

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

4.JOBS-TO-BE-DONE/PROBLEMSJ&P



Hard to access

FocusonJ&P,tapintoBE,understandRC

• Hard to integrate with external sources

5.PROBLEM ROOT CAUSE



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

6. BEHAVIOUR



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

7. TRIGGERS

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- 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

8. EMOTIONS: BEFORE/AFTER



- Before: Risk for storing data
- After: Easy to manage

9. YOUR SOLUTION



- 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



- 1. ONLINE
- Blending high tech and high touch banking experience
- Security and Privacy

2. OFFLINE

- No Immediate response, as there is a direct interaction.
- Taking time to