IDEATION PHASE

PROBLEM STATEMENT

Project Name	AI Based Discourse for Banking Industry
Domain	AI - Finance and Banking
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PROBLEM STATEMENT :

Banking is a crucial sector, it deals with financial transactions which can be availed by everyone, but banks are not able to resolve the queries of customers at all times related to the products or services in a satisfactory way which in turn hinders the customer satisfaction.

The Banking Industry works efficiently only when they clarify all the customers' queries. It is very difficult to establish a large number of employers to clarify the queries of the customer in the banking industry. In the banking sector, they need to provide 24*7 service to customers. Clarifying query 24/7 a day is important to increase productivity and also to make customers feel easy to access.

Humans cannot provide personalized services to all customers. Customers need to wait for the availability of customer representatives. Delay in the support to the customers. Huge manpower is needed to provide services to all customers. Customer satisfaction is less in bank customer service. Less touch of

personalization in customer relationships. These kinds of inconveniences cause the customer to leave the bank.

Analyzing the queries of customers help the banking industry to improve their Schemes as well as to improve customer relationships. Arranging similar queries is important to answer them easily . There should be communication between only two people Banker and Customer as the people interfere and confusion increases.

In order to avoid such problems AI is important in Banking Industry.

I am	I'm trying to	But	Because	Which makes me feel
Customer	who is trying to create a bank account	Not sure how to navigate through the website	ambiguous instructions	Frustrated

I am	I'm trying to	But	Because	Which makes me feel
a Customer	contact the bank customer service for querying	it takes a long time	manpower is less	stressed

I am	I'm trying to	But	Because	Which makes me feel
an account holder	access my bank account	it provides delay response only to the preprogrammed text queries	it requires some time for the self update	uncomfortable