

# Problem-Solution Fit

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Wishes to create bank Account</li> <li>Existing customer who would like to know more bank features like Credit/Debit Card, loans, Fund transfer and bill payment.</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> <li>Network Connection required</li> <li>Safety and privacy concerns</li> <li>Cannot be used offline</li> <li>Technical Issues</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small> <ul style="list-style-type: none"> <li>Internet Banking</li> <li>Phone Banking</li> <li>24/7 Support</li> <li>Resetting</li> </ul>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span> <ul style="list-style-type: none"> <li>Bot to guide to create bank account</li> <li>Bot to answer queries.</li> <li>Customer gets stuck during transaction: Bot addresses the reason and guide them with solution</li> <li>User don't have knowledge of credit card policy: Bot guides them with required plans and policies</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Banking can be a complicated task which needs user guidance and support that may led to need of huge man power and long processing time.</li> <li>Lack of communication between customers and bank managers</li> </ul>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span> <ul style="list-style-type: none"> <li>Verifying recent transactions</li> <li>Checking Bank balances</li> <li>Reporting fraud</li> <li>Payment Updates</li> <li>Chatbot works effectively in all scenarios</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <ul style="list-style-type: none"> <li>Easy Notifications</li> <li>24x7 assistance</li> <li>Easy User Interface</li> </ul> <b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> <li>Before: Frustrated, Confused</li> <li>After: Flexible , at ease</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>Provide Customer Support through AI based Chatbot which handles customer queries and supports 24 x 7. Which basically improves customer experiences and contribute to direct revenue.</p>	<b>8. CHANNELS of BEHAVIOR</b> <p><b>ONLINE</b></p> <p>Provide complete user support with good user interface experience and response to all queries.</p> <p><b>OFFLINE</b></p> <p>Chatbot cannot be accessed offline.</p> <span>CH</span>	