

**Project Design Phase-I**  
**Proposed Solution Template**

Date	22 September 2022
Team ID	PNT2022TMID29037
Project Name	AI based discourse for Banking Industry
Maximum Marks	2 Marks

**Proposed Solution Template:**

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Banking is a crucial sector, it deals with financial transactions which can be availed by everyone. In order to guide the customers through various such banking process an intelligent system must be designed
2.	Idea / Solution description	To Create an intelligent assistant like a mobile application or web application to guide the customers in their issues. Using IBM Watson assistant.
3.	Novelty / Uniqueness	This is a unique idea as there are numerous banking assistants now but they lack in specific skills which makes the customer not fond of using them. This should be avoided
4.	Social Impact / Customer Satisfaction	Customers will be highly satisfied as while designing an interactive system, the assistant is very interactive with the customer which gives the customer a sense of satisfaction.
5.	Business Model (Revenue Model)	This is customer query and response service. While our bank is providing excellent customer service 24/7, customers will be drawn to it and the bank will gain a very large customer base with a huge money flow
6.	Scalability of the Solution	The solution is highly scalable as the ability of the agent can be increased multiple fold. It can be commercially sold or distributed to other banks.