

#### Brainstorm

Ideas of the team

Implementable ideas raised in the brainstorming session

#### Aswanth

Making it easy for the users to ommunicate

nvolving NLP to make interactive ommunication

Make Contexti Data a Core potential Service Strategy

financia

Utilise Give the Watson ssistants full sense of self servicing

> Provide installment alert calls using Al

Make all

necessary

etails readi

available

# Sunil Kumar

To avoid confusion for the customers To enhance transparency for the customers

Better Risk Mitigation

Easy &

Incomplicated

Lead

Generation

Tackle Suspicious Activities

Customer Support with just One Tap

Make Secure **Payments** 

Use deep learning models to track user queries and solve them

nelp with non complex and urgent issues

# Yokesh

Eliminate voice call usage

Effectively Use local and natural human like onversatio

Ensure 24/7

support

Credit card and other issues can also be addressed

handle

financial

queries

Use more audio for interactive experience

Calculate interest and

rovide direct access to account

details

other

financial stats

# Sriram

Provide better authentication

Ensure user

interface is

optimal

Display transaction history

Take care of complex tasks too

Provide realted solutions avoid ambiguity

To save the resource and time of the customers

Cut down

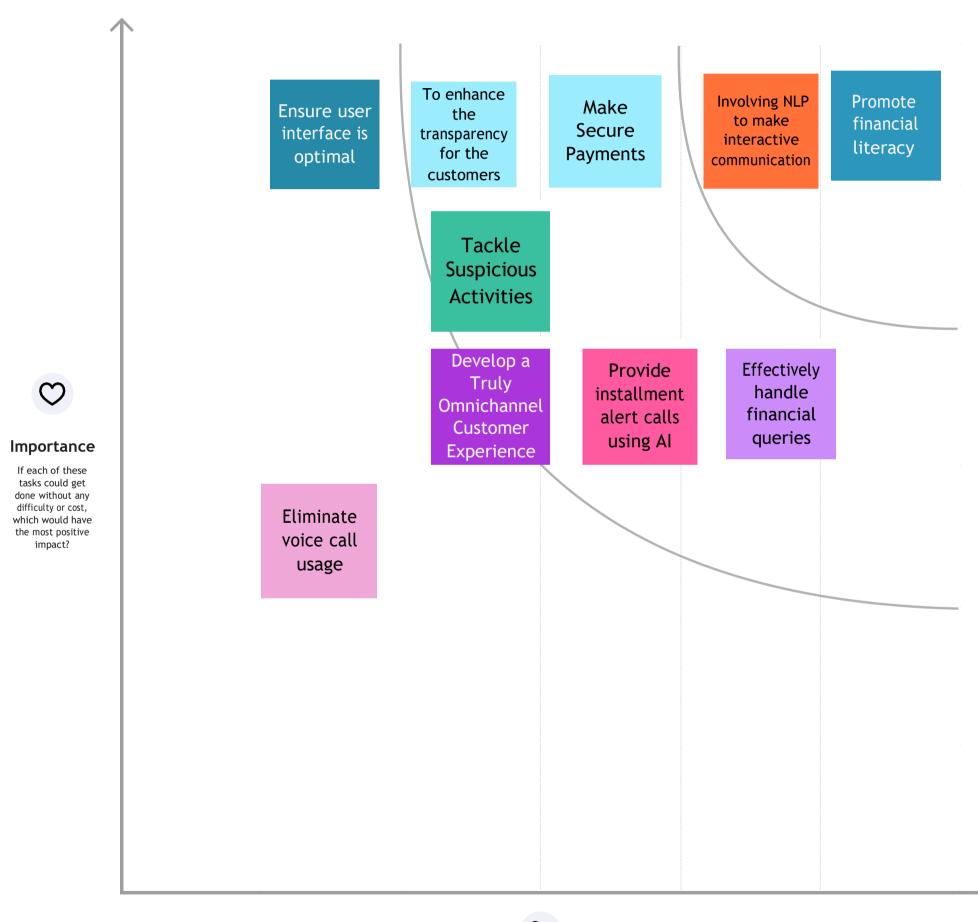
the costs



### Prioritize

Priority based assembling done of all the presented ideas

• Graph format representation





### Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)