Project Design Phase-II
Customer Journey Map

Date	06 October 2022
Team ID	PNT2022TMID40098
Project Name	Project - AI based discourse for Banking Industry
Maximum Marks	4 Marks

Customer Journey Map:

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice — How does someone initially become aware of this process?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Advertisements; Banks; SocialMedia; Blogging; Emailnewsletter; Asking reviews from our existing customer	Saving Time instead of standing in long queue; Feeling happy because of their tasks done quickly; convinient of the UI	The chatbot list the different functionalities; User can choose from the list and ask for solution; select none from the list; If there is new query; Type it in the textarea and click enter; chatbot resolves	End the conversation if the user is satisfied with the bot answer; Reinitiating if any queries; Suggested solutions; Ratings/ Feedback; If the user hasnot satisfied what problem do they face?	After the queries / issues resolved the user can end the conversation; If the user feels to ask other queries can initiate the conversation again; Finally it makes other person to use; User feels saving time instead of standing in long queue; They share their feedback to others
Interactions — What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Customer should be able to type their queries easily; chatbot should be able to interpret customer queries	chatbot should be able to interpret customer queries; Customer have their information at fingertip	customer can able to get instant replies from chatbots; customer can make queries in there preferred languages	customer can efficiently use variety of platforms; Customer can easily track of user details	Customer feel easier on interacting with chatbot to clear their queries; Chatbots are efficient in satisfying customer needs
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to get the customer details; Help user to guide with the reason Why the transaction is pending? or can they do refund; Help user with credit card plans and policies; Help user with Loan Queries and to create account	The main goal is to provide as much customer satisfaction the bot can; Makes user feel convinient and satisfied with bot; The user should wish to adopt these service when they use it for the first time itself	Chatbot should be able to handle loan queries; chatbot should be able to guide customer in creating bank account; Chatbot should be able to answer net banking queries of the customer	Chatbot should ensure the personalization conversation with customers; chatbot should provide quick solution for customer queries anytime	Customer should be able to get good guidance on banking by chatbots; chatbot should enhance customer satisfaction
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is user friendly; Customer can wish to ask queries at any time as it provides 24/7 support; Provides Flexibility; Customer satisfaction high; Easy user interface so that everyone can easily adopt	Customer will be greeted; Easy user Interface so that everyone can easily adopt; User feels convinient while using this feature; Realising how efficient is	Personalised support; customer feels how secure there information are; User can ask as many queries needed from their place itself; User feels happy and satisfied when there queries are resolved which is our primary goal	Efficient to use; Secure to use; Easy customisation of chatbot; Time management	Chatbots are user friendly; Easy interface; From the reviews of the user making other customer to opt the service -; Saving time
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Description of a negative moment	During offline , no chatbot support will be provided	Month Ambiguity : Month may have different meeting depending upon the context or the sentences , so the priority of words will always to have for the bots to decide	Repetition : Bots can sometimes can go offering the same answers to customers even when the question is not understood this can happen in the cases when the user of emotional analysis is to detect the query in a perfect manner	If no proper network the chatbot might not answer precisely.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	The chatbot should be able to handle multiple language queries; Feature of accessing bots in offline and if network issues bot should reply like Poor Network; Should Provides on-time notifications and fraud alerts	Real time Location tracking : As per location quetion vary like, the user can ask "Where is my nearest branch?"; Resolves urgent queries on priority; Should Provides on-time notifications and fraud alerts	Advertising the bots; Creating awareness through social media about the chatbots; Socializing about this feature	Able to analyse the user behaviour; More detailed information about customer queries; Financial advisory to keep customer on track	whereas the user feels stuck during the use of the website and low convenience and want it to be the user interface and to be updated so that the user makes the user of emotional analysis is to detect the query in a perfect manner; chatbots are portablr; Financial advisory to keep customer on track

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