EMPATHY MAP

AI BASED DISCOURSE FOR BANKING INDUSTRY

THINK AND FEEL?

Is it Easy to use?

How it Secure our Data?

Flexible Timing

Confidential of Personal information

Instant Solutions

How Accurate the Chatbot Is?

Handles Multiple Bank

What Really Counts?
Major Preoccupations
Worries & Aspirations

HEAR?

Solve Queries in Multiple Languages

One Chatbot System Will Handle Multiple Users at a time

Better Privacy

Available in Relevant Device

What Friends Say?

What Boss Say?

What Influencers Say?

SEE?

Can Hold Multiple Conversations at once

Cost Effective

24x365 Customer Support

Work Efficiency

Environment

Friends

Market Offers

Attitude in public Appearance
Behavior Towards Others

Will it Make a new Revolution in Banking

Provides on - Time Notification & Reminder

Recommending New Technology and Making Customers to Adapt

Financial Advisor

SAY AND DO?

PAIN
Fear
Frustration
Obstacles

Limited Responses		Security Concern
Unsuitable for some Customers		
Maintenance is Require	Bot discovery losses job	

GAIN
Wants – Needs
Measure of Success
Obstacles

Cost Efficient	Increase Productivity	Accuracy
24x365 Customer Support		
Quick Response		Convenient