

Problem-Solution Fit

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|---|---|--|--|---------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">Wishes to create bank AccountExisting customer who would like to know more bank features like Credit/Debit Card, loans, Fund transfer and bill payment. | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none">Network Connection requiredSafety and privacy concernsCannot be used offlineTechnical Issues | 5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none">Internet BankingPhone Banking24/7 SupportResetting | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none">Bot to guide to create bank accountBot to answer queries.Customer gets stuck during transaction: Bot addresses the reason and guide them with solutionUser don't have knowledge of credit card policy: Bot guides them with required plans and policies | 9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none">Banking can be a complicated task which needs user guidance and support that may led to need of huge <u>man power</u> and long processing time.Lack of communication between customers and bank managers | 7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none">Verifying recent transactionsChecking Bank balancesReporting fraudPayment UpdatesChatbot works effectively in all scenarios | |
| Focus on PR, tap into BE, understand RC | 3. TRIGGERS TO ACT TR <ul style="list-style-type: none">Easy Notifications24x7 assistanceEasy User Interface | 10. YOUR SOLUTION SL <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> | 8. CHANNELS of BEHAVIOR <small>ONLINE</small> <p>Provide complete user support with good user interface experience and response to all queries.</p> | |
| | 4. EMOTIONS <small>BEFORE / AFTER</small> <ul style="list-style-type: none">Before: Frustrated, ConfusedAfter: <u>Flexible</u>, at ease EM | | <small>OFFLINE</small> <p>Chatbot cannot be accessed offline.</p> CH | |
| Identify strong TR & EM | | | | |