

LITERATURE SURVEY

TEAM ID	PNT2022TMID08538
PROJECT NAME	AI BASED DISCOURSE FOR BANKING INDUSTRY

INTRODUCTION:

The banking industry has been profoundly influenced by technological evolution in recent decades .A chatbot application is a computer program that mimics human conversations in its natural format, including text or spoken language, using artificial intelligence techniques, such as Natural Language Processing (NLP), image and video processing and audio analysis. Chatbot applications offer benefits for both companies and consumers. First, chatbots enable consumers to get in touch with companies anytime from anywhere using their own mobile devices, thus they can get quick and relevant responses to their questions. Second, the implementation of these applications allows companies to target consumers in a more direct and personal way, and companies can save on personnel costs in the area of customer services.IBM Watson assistance has been used for creation of chatbot. Chatbots applied in the banking industry can assist customers in managing financial transaction such as reviewing an account, reporting lost cards or making payments, renewing a policy or handling a refund.

REFERENCES:

AUTHORS	TITLE	THEORIES	RESEARCH METHOD	DATA ANALYSIS
(Cardona et al., 2019)	Adoption and diffusion of chatbots in the German insurance sector	DOI: Relative advantages, compatibility, complexity, trialability, observability TOE: Top management support, IS infrastructure, costs, environmental threats, competitive pressure, collaborative networks TAM: Perceived usefulness, perceived ease of use, perceived behavioral control	Qualitative, quantitative Semi-Structured Expert Interviews, N=7 Web-based cross sectional survey, N=300 Data collected in Germany in 2018	Descriptive
(Gupta and Sharma, 2019)	Analysis of customers'	Attitude observed utility (ease of use, ease	Quantitative Data collected via	Bivariate analysis

	attitude towards the chatbots in banking industry of India	of process, engagement with customer service) observed accessibility (easy for basic transactions, speedy process, user friendliness) observed threat and awareness (data security and privacy, social awareness, friends and family using it)	Facebook and WhatsApp, N=72 Data collected in India in 2019	
(Quah and Chua, 2019)	Analysis of the effectiveness of the current use of chatbots in Singapore's banking industry	User experience: response rate, functionality and usability satisfaction: interactivity, informative, data privacy and protection	Quantitative, qualitative Interviews Qualitative user tests	Descriptive
(Richad et al., 2019)	Analysis of the factors that influence millennial's technology acceptance of chatbots in the banking industry in Indonesia	TAM attitude towards usage, behavioral intention innovativeness, perceived usefulness, perceived ease of use	Quantitative Simple random sampling technique, N=400 Data collected in Indonesia in 2018	SEM
(Trivedi, 2019)	Examination of customer experience of using banking chatbots and its impact on brand love in India	Information Systems (IS) success model customer experience, brand love system quality, information quality, service quality, perceived risk	Quantitative Online questionnaire sent to Gen Z individuals, N=258 Data collected in India in 2018	SEM
(Sarbabidy a and Saha, 2020)	Examination of the role of chatbots in customer service of the banking industry of Bangladesh	Customer service advisory services, ease of use and convenient service, cost effective and efficient service, customer-friendly service, customized service, relationship banking services, responsive service, trustworthy service, value based usefulness, security and privacy	Quantitative Judgment sampling method, N=125 Data collected in Bangladesh in 2019	Regression