

## Project Design Phase – I : Problem Solution Fit

Date	27 October 2022
Team ID	PNT2022TMID04164
Project Name	Project - AI based discourse for Banking Industry
Maximum Marks	4 Marks

<b>1. CUSTOMER SEGMENTS</b> <span style="background-color: #ff69b4; padding: 2px;">CS</span>  Bank Client, bank customers.	<b>6. CUSTOMER</b> <span style="background-color: #ff69b4; padding: 2px;">CC</span> <ul style="list-style-type: none"> <li>● Poor mobile network signal.</li> <li>● Poor internet connectivity</li> <li>● Need for money to buy a software device like mobiles.</li> <li>● Inappropriate software device.</li> </ul>	<b>5. AVAILABLE SOLUTION</b> <span style="background-color: #ff69b4; padding: 2px;">AS</span>  Solutions like clearing customer queries through toll-free telephone numbers, customer support via email, live chat option.
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="background-color: #ffa500; padding: 2px;">J&amp;P</span>  <ul style="list-style-type: none"> <li>● Bad customer service</li> <li>● Cheque / funds bouncing</li> <li>● Bad maintenance</li> <li>● Bank loan issues</li> <li>● Not good response</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span style="background-color: #ffa500; padding: 2px;">RC</span> <ul style="list-style-type: none"> <li>● Poor Maintenance network connection from bank side.</li> <li>● Very slower answer from the customer side.</li> <li>● Service not available on all days.</li> </ul>	<b>7. BEHAVIOUR</b> <span style="background-color: #ffa500; padding: 2px;">BE</span>  Maintaining a good environment in the team of customer service and bank employees to guide and answer customers for queries like account savings, loan, cheque bouncing.
<b>3. TRIGGERS</b> <span style="background-color: #3cb371; padding: 2px;">TR</span>  Customer has many queries over transaction, savings, loan, FD, insurance, etc.  <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="background-color: #3cb371; padding: 2px;">EM</span>  Before : Uncertain, Confused, Unhappy, Sorrowful After : Happy, Secured, Relaxed, Fulfillment	<b>10. YOUR SOLUTION</b> <span style="background-color: #800080; padding: 2px;">SL</span>  All these problems can be easily solved with the help of an automatic AI system known as Chat bot which overcome all these problems and answer all the customer queries easily and clearly in a short amount of time that is immediately. It also reduces the work pressure of customer service employees. It has a greatest advantage of being available for 24/7 time. It also can be available for mostly all kinds of software devices with low internet connectivity and understands human language easily and delivers the answer for that particular query clearly in a text format to the customer.	<b>8. CHANNELS OF BEHAVIOUR</b> <span style="background-color: #3cb371; padding: 2px;">CH</span>  <u>ONLINE</u> Reply customer queries through email or live chat or through phone calls quickly and clearly.  <u>OFFLINE</u> Reply customer queries directly face to face in bank clearly without wasting the time of the customer.