Ideation Phase
Empathize & Discover
AI-based discourse for Banking Industry

Date	19 October 2022
Team ID	PNT2022TMID51531
Project Name	AI based Discourse for Banking Industry
Maximum Marks	4 Marks

What do they **THINK AND FEEL?**
what really counts
major preoccupations
worries & aspirations

- backbone of the business-customer relationship
- Chatbots result in huge cost savings
- It can reduce a man's power.
- Chatbots are faster
- Instant Solution
- Banking chatbots help the customers to do any financial transactions easily
- Chatbots are as smart as they are programmed to be
- Higher NPS Scores
- UserFriendly Application

What do they **HEAR?**
what friends say
what boss say
what influencers say

- It is far better than traditional customer service.
- The cost for using this service is less.
- It offer good customer service
- It will save us time.
- Customer satisfaction is high
- Banks can serve their customers effectively without spending huge amounts of time, resources, and manpower.

What do they **SEE?**
environment
friends
what the market offers

- Get New Customers With Less Friction
- Always available Customer Support (24*7)
- Higher Number Of Customers That Can Be Self-served
- Always available Customer Support (24*7)
- Collect Data And Engage With Customers
- Multilingual application
- Increase User Engagement

What do they **SAY AND DO?**
attitude in public
appearance
behavior towards others

- Able to Provide a Personalized Experience
- Whether it provide data security for banking operations?
- How can I trust a machine for my business?
- Can this application take responsibility for the losses that may happen due to this application?

PAIN
fears
frustrations
obstacles

- chatbots may not be able to answer all customer queries.
- Some people's fears about "is it actually works"
- It reduces the intraction between humans.
- Not Accurate at All the time Due to Lack of Data
- Not all people trust the recommendation systems.
- Is it reliable ?

GAIN
"wants" / needs
measures of success
obstacles

- Fast-paced communication
- Personalized marketing strategies
- 60% less time is needed to response to a customer's question by chatbot
- Customer support 24/7
- Time efficient
- It also forecasts that the success rate of bot interactions in the banking sector to reach 90% by 2022.