

Problem-Solution Fit canvas

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Bank's Customers</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>Misunderstood the customer's query, Internet access is required, Outdated Mobile Experiences.</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES & MINUSES</div><div>AS</div></div> <div>Simple banking queries can be resolved quickly, Saves lot of time, 24/7 Availability.</div>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div> <div>Limited response</div> <div>Need to be Maintained</div> <div>Misreads the customer's query</div> <div>Unsuitable for outdated customers</div> <div>Losing customer insights</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>slow response from human agent</div> <div>Limited only on working days</div> <div>Longer to resolve complaints</div> <div>Waiting in queue for assistance</div> <div>Cannot able to ask queries repeatedly</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div> <div>Guiding customer create bank account</div> <div>Answer loan queries</div> <div>Answer general banking queries</div> <div>Answer queries regarding net banking</div> <div>Automated customer service</div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>Seeking customers' doubts, A customer needed guidance.</div> <div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div>BEFORE: Confused, Helplessness, Exhausted AFTER: Satisfaction, Motivated, Relaxed</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>This problem can be solved by using an automated solution, such as a chatbot, which can handle all simple queries. You could reduce your employees' workload by having a chatbot handle all of the simple customer requests. It understands human languages and assist them in text-based communication.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>ONLINE</div> <div>Instantaneously responding to queries, Assisting clients in clearing up their doubts.</div> <div>OFFLINE</div> <div>Following guidelines from the chatbot, Getting queries answers from chatbot.</div>	Extract online & offline CH of BE