

## Project Design Phase-I Solution Fit Template

Date	01 October 2022
Team ID	PNT2022TMID48085
Project Name	Project - AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	Marks

### Problem-Solution fit canvas 2.0

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> Credit/Debit Card Fund Transfer Bank Account Fixed Deposit Loans Bill Payment	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> Long waiting times. Inconsistency. Can't find the answer on the website. An exponential increase in the number of new applications.	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> unlocking or locking cards. resetting.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> Customer to create a bank account. Bot answer loan queries. Bot answer general banking queries. Bot answer queries regarding net banking.	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> Automate customer support. Handle numerous customer interactions at a time. Assist customer queries 24/7.	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> Making payments Verifying recent transactions Checking account balances, Reporting fraud Transferring funds Provide credit report updates Downloading bank statements	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> Instant Notifications Easy Data & Documents Collection and Verification 24x7 Assistance	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> optimize conversion rates, improve customer experiences, contribute to direct revenue	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> <b>B.1 ONLINE</b> Transfer money to internal or external bank accounts Pay bills, manage direct debits. Send money internationally.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> Long Waiting Times in Customer Services Limited Channels and Separate Strategies		<b>B.2 OFFLINE</b> Offline payment indicates that money is transferred at a later date	