AI BASED DISCOURSE FOR BANKING INDUSTRY

ABSTRACT:

This project focuses on the artificial intelligence (AI) in the Banking and financial services in the application of artificial intelligence methodology in the banks as well as responses from the clients or consumers. Banks and other financial institution can mine the financial transaction data generated by the proliferation of digital payments and banking to better monitor, predict and respond to consumer behaviour. To identify the information used in the banking and financial services, the data is collected from secondary sources based on the literature review. A structured questionnaire is framed to collect the primary data of customers have toward AI application. Findings: the result of the study that the private banks and private financial institution are using various AI services for the customers benefit so that customers satisfied with their services in addition to that financial services as to improve services more effective manner because some of them are dissatisfied with the banking services. The result also suggested that the customers more commitment from representatives to the banking and financial services by giving development innovative preparing to improve the AI procedures in the workplace. In this project, we will be building a chatbot using Watson's assistant that helps banks for automating business processes such as customer service.