Project Design Phase-I

Problem Solution Fit

Date	22 September 2022
Team ID	PNT2022TMID50675
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	2 Marks

Define CS, fit into CC

1.CUSTOMER SEGMENT(S) `CS`

(i) Bank Account Holders

(ii) Net Banking Users

(iii) Loan borrower

6.CUSTOMER STATE LIMITATIONS `CC`

(i) The client must have a bank account

(ii) An intelligent device with an active internet connection

(iii) The customer must install a banking application.

5.AVAILABLE SOLUTIONS `AS`

(i) Support through email: It takes longer to respond to and resolve submitted customer issues.

(ii) HDFC EVA: Offers quick and effective help, although the user interface is challenging.

Explore AS, differentiate

Focus on J & P, tap into BE, understand RC

2.PROBLEMS / PAINS `J&P`

(i) Customers must manually visit the bank to create accounts and resolve banking issues, which takes a lot of time.

(ii) Banks are not accessible. 24*7

(iii) Banks are unable to provide Instant Access directly.

9. ROOT/CAUSE `RC`

(i) Customers don't want to frequent the bank frequently to perform banking-related tasks.
(ii) Customers need to be able to follow the progress of the inquiries they sent.

(iii) They might be concerned about their Account Privacy

7. BEHAVIOUR `BE`

(i) Customers are let down by the bank's delayed reaction.

(ii) The bank takes more time to provide consumers with banking functionalities.

Focus on J & P, tap into BE, understand RC

Identify strong TR & EM

3.TRIGERS TO ACT `TR`

Customers that use financial services desire to live more comfortably, save time by doing their banking manually, and develop technologically.

4.EMOTIONS `EM`

BEFORE: Customers that use manual banking experience stress.
AFTER: Through the use of this efficient chatbot, customers feel Smart and their lives are made more comfortable.

10. YOUR SOLUTION `SL`

To create an effective and efficient banking chatbot using AI and IBM Watson to give them a simple framework on all banking-related questions like account creation, questions related to accounts, loans, and net banking in a safe and secured manner and take customer privacy into consideration and make banking features available to them 24 hours a day.

8.CHANNELS OF BEHAVIOUR `CH`

ONLINE: Customers are made aware of the efficiency of banking chatbots and their instantaneous and secure features thanks to advertising on social media and news websites

OFFLINE: The recommendations of customers.

Identify strong TR & EM