PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID AND PROJECT NAME: PNT2022TMID50675- AI BASED DISCOURSE FOR BANKING INDUSTRY

Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes? Extend What happens after the experience is over?	e
Steps What does the person (or group) typically experience?	Quick response to Banking Queries Support multiple customers at any time Chatbots provide quick replies for customer queries Support multiple and Saves Time Chatbots provide quick replies for customer queries Reduces time for users to visit bank regularly Avoidance of manual visiting to banks	User friendly interface Simple UI Efficient Customers find it easy to use chatbots at their convenience	Asking query Customer approach chatbots for clarification on their issues adn questions Banks are opting chatbots to create personalized banking experience Banks are opting chatbots to create personalized banking experience Their customer service in order to provide faster and cheaper assistance to their clients Customers can ask their questions on their convenient devices at any time and from any location.	Chatbots provide reliable information to customer queries. Customer will receive clarification on their inquiry as soon as they have finished asking the chatbot. Customer will receive question is ansered, the will be happy. If not, the can speak with the customer service representative to receiv more information.	use with free of cost and Chatbos enchance customer
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Customers should be able to type their queries easily Chatbots should be able to interpret the customer queries People will interact with the dashboard on the web page. People will interact with virtual Banking assistant Communication made easier in chatbot	Chatbots provide various options for customers to interact and they may choose options at their convenience Customer will interact with the various options provide in the chatbot from which they choose with which function want to proceed	Customers can able the chatbot from which to get the instant replies from chatbots The options available in the chatbot from which the customer and chatbot engage to do the required customer task fastly The Options available in The Chatbot provides voice based banking services	Customer will interact with the feedback for session provided by chatbot Customers can get tasks done easily by chatbots. Customers feel easiler on interacting with chatbots to clear their queries	again if they need the
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Chatbots should resolve customer queries at any time Information provided by chatbot should be clear Customers should resolve customer queries at any time Help me avoid irrelevant information	Customer does not need to wait to get their queries answered Human help and workforce is not required Help me to avoid waiting in line	The Bot should be able to answer customer's requests immediately The answers customer's requests immediately The Chatbots should be able to answer the loan queries of customers	It also properly ends the conversation by way of firewall. Chatbot should ensure personalised conversation with the customers Customers should be able to get good guidance on banking by chatbots	It simplifies the internal organization and access and search for information
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customers enjoy convenience of getting queries clarified from home The chatbot will be more enjoyable to the customer if it's free to use. Use everywhere at anytime	Customers are excited about using seamless customer service Chatbots can eliminate long queues as it is available anywhere which makes customers satisfied When a consume sees that there is no registration procedure necessary, they are relieved	Customer feel happy in using chatbots as it has no waiting time Chatbot provide links, attachment for certain queries so customers get clear explanation for their queries Chatbot provide links, attachment for certain queries so customers get clear explanation for their queries	Customer feel secure in using chatbots at end As they exit, chatbots motivate customers to use next-generatin technology As they exit, behaviour more enjoyable so that users will return anytime they like	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Server down issues Need Internet Not as comfortable as speaking to a human concern about security and privaacy briacges.	People with disabilities can't utilise this website correctly A greater probability of technical knowledge and skills required Certain amount of technical knowledge and skills required	Chatbots can't understand multiple questions at a time that makes customers angry it takes a lot of time to look for reliable information information The bot working not correctly if the consumer will be angry. Customers feel disappointed if chatbots provides unexpected answers	The customers get dissatisfied the chatbot's dialogue with the user wasn't appropriate Customers are mislead if the chatbots doesn't provide reliable information If the Chatbot training is not proper, customers are unsatisfied	Chatbots frequently fail to comprehend natural language, which makes users angry all the time.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Easy Accessibility 24/7 Availability Efficient to use	Chatbots provides Customization in Suggesting relevant accurate answers user interface solution to query	Chatbots are intellligent and well trained to resolve customer queries Relevant information and increased confidential conversation Chatbots maintains and increased conversation conversation	Quicker help across the platform. Chatbots are simple and efficient for customer usage. Easy accessibility to every customers	Chatbots are portable and scalable in nature