Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

i Our customers are bankers who need a intelligent system for handling customer Queries

6. CUSTOMER CONSTRAINTS — CC

Customer constraints include ambiguity in information,unavailability of agents and many other 24/7 service issues

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem

There are a lot of chatbots available presently. People have tried appointing real time customer agents but there are a lot of issues

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Effectively handle financial queries.

Use local and natural human like Conversation

Ensure user interface is optimal

9. PROBLEM ROOT CAUSE — RC

The problem mainly is because that since the element of money is involved customers feel pretty unreliable using a digital agent for transactions

7. BEHAVIOUR — BE

.i.e. directly related: find the right solar panel installer, calculate The customer visits their bank branch every time they have some issue or query

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

Identify strong TR & EM

3. TRIGGERS — TR

Fancy user interface and comfortable transfer and updating of information is the only trigger that we can account here

10. YOUR SOLUTION — SL

There are a lot of banking bots owned by banks. We can use the already available user information and design an intelligent agent for delivering a perfect discourse system

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Customers try the website of the bank and try calling the customer support people.
They try raising queries if a terminal is present

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER EM

They feel scared about their account if the data is inaccurate

They might feel frustrated if their queries are unsolved

After Usage:

They'll feel confident about the discourse system.