













Project Design Phase-II

Customer Journey Map

Date	16.10.2022
Team Id	PNT2022TMID01145
Project Name	AI Based Discourse for Banking Industry

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Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To create bank account Bank related queries To access bank services	Remote Access Quick Response 24/7 Available	Getting required Result Simple user Interface	To restrict long waiting Queue To avoid complexity and confusing To get General information about banking details
Touchpoint What part of the service do they interact with?	Bank Website with Chatbot Enabled Message Several Bank Tabs and related website Content	FAQ Questions Account Details Complaints processing	Valid Answer for the Given Question Tackling network problem by restoring last access information	Account Balance Check Bank details in Quick time. Loan Account check
Customer Thoughts What is the customer thinking?	The ChatBot will Answer to my Queries Is the Chatbot safe to share confidential details	It will give accurate results Timely Response Unwanted notifications	Easy to access Less clarity in information provided Comfortable view of information	Remote support Customer Guidance satisfaction
Customer Feeling What is the customer feeling?				
Backstage				
Process ownership Who is in the lead on this?	 User	 User	 User  Admin 	 User  Admin 
Opportunities What could we improve or introduce?	Customisable User Interface	Multilanguage Support	Proper Order of Arranged Data and less jargon experience	Blogs related to Bank