

# **ARTIFICIAL INTELLIGENCE**

## **AI BASED DISCOURSE FOR BANKING INDUSTRY**

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### **Literature Review:**

#### **SURVEY 1:**

##### **“Artificial Intelligence Marketing: Chatbots” Uroš Arsenijevic; Marija Jovic 2019**

According to Marija Jovic et al., the chatbot is analysed as an artificial intelligence tool in marketing. The chatbot is proposed by using AI which is used to communicate with the customer queries related to banking. To measure the chatbot efficiency three metrics are evaluated as follows: accuracy, precision and response. The main drawback of this proposal is it cannot withstand longer conversation of language principles. Also, there might be a chance or fear of getting wrong information to respondent.

#### **SURVEY 2:**

##### **“Simulating the Effects of Social Presence on Trust, Privacy Concerns & Usage**

##### **Intentions in Automated Bots for Finance” Magdalene Ng; Kovila P.L.**

##### **Coopamootoo; Ehsan Toreini; Mhairi Aitken; Karen Elliot;**

According to Magdalene Ng et al., usage of AI based Chatbots are more effective because it has the functionalities like politeness, active listening, empathetic response and personalization towards customer. These functionalities make chatbot most popular and convenient for using. But there are some factors which are neglecting the usage of chatbots in Banking sectors such as privacy and social perception. The above mentioned were the main crucial and stimulating factors which affects chatbot in AI.

#### **SURVEY 3:**

##### **Dialogue AI for Financial Services by Takeshi Shirai, Masaaki Yamamoto, Ph.D., Yu Asano, Ph.D.,**

##### **Yusuke Fujita and Katsuyuki Tsunami, 2018**

By examining the challenges faced by current chatbots and the strategies being used to solve them, this article describes the technologies and features that future dialogue AIs will require in order to be effective business applications of dialogue AI in banking institutions. Dialogue AI has the ability to

be used in a variety of different formats and different business settings, going beyond its current function as a straightforward user interface.

#### **SURVEY 4:**

##### **AI-based Chatbot Service for Financial Industry by Takuma Okuda and Sanae Shoda, 2018**

In this paper the authors discussed about Financial Services Solution by FUJITSU, Finplex Robot Agent Platform is an AI-based business chatbot solution (also known as FRAP). By allowing customers to communicate with a robot that has knowledge amassed through machine learning, FRAP achieves automatic robot support of financial-product sales and customer service. The developments in corporate chatbot services and some examples of how to use chatbots in business applications are first covered in this article. After that, it provides a case study of Sony Bank Inc.'s use of FRAP and outlines its features.

#### **SURVEY 5:**

##### **Survey of Conversation to Automation in Banking Through Chatbot using Artificial Machine Intelligence Language by Asst. Prof. Veena M Naik and Sandhya Shree P, 2022**

The above study mentions the advent of chatbot and it also examines the efficacy of chatbots now to see if they can accommodate clients' shifting needs. This paper also states about the Artificial Linguistic Internet Computer Enterprise A.L.I.C.E (Foundation of Artificial Intelligence, 2007). It proposes ontology-based solutions for addressing conversation in the banking and financial industry.