CUSTOMER JOURNEY MAP

AI BASED DISCOURSE FOR BANKING INDUSTRY TEAM ID - PNT2022TMID22488

Journey Step	Using an chatbot in banking websites will let users get answers to their queries instantly	Chat bots help the banks offer customized and personalized strategies	Innumerable services can be offered by the chat bot for all kind of customer	Chat bot ensure a hassle-free customer journey at every step of the way	Chat bot keeps every conversation confidential between user and specific bot
Feeling	Intrigue, interest	Slight Anxiety	Relief	intrigue	Spike of anxiety
Thought	It has many features, will this help me?	Will this Al solve my query?	Easy to use	ls it reliable?	Why should I trust this Chat bot?
Internal ownership	Maintenance of chat bots must be necessary and it should be updated with new queries	The Al should also include parts of neural network and learn from their customers	It should be updated to answer any and every possible question	The language processing in this chat bot must be able to process a continuous conversation and answer a query	The chats between the consumer and the Al chat bot must be end to end encrypted otherwise data leak may occur
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