

# AI BASED DISCOURSE FOR BANKING INDUSTRY

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## ↩ PROBLEM SOLUTION FIT

### 1 YOUR SOLUTIONS ⌚

This problem can be solved by using an Automated solution, such as Chatbot, which can handle all simple queries.

You could reduce your employee's workload by having Chatbot handle all of the simple customer requests.

It understands human languages and assist them in text - based communication

### 2 PROBLEMS/PAINS ⌚

Limited response

Need to be Maintained

Misreads the customer's query

Unsuitable for outdated customer's

Losing Customer insights

### 3 CUSTOMER'S LIMITATION

Misunderstood the customer's query  
Internet Access is required,  
Outdated Mobile Experiences

### 4 AVAILABLE SOLUTIONS

Simple Banking queries can be resolved quickly,  
Saves lot of Times,  
24/7 Availability

### 7 CUSTOMER SEGMENTS

Bank's Customers

### 5 PROBLEM ROOT/CAUSE

Slow response from Human agent

Limited only on working days

Longer to resolve complaints

Waiting in queue for assistance

Cannot able to ask queries repeatedly

### 6 BEHAVIOR

Guiding customer create Bank Account

Answer loan queries

Answer general Banking queries

Answer queries regarding Net Banking

Automated customer service



#### TRIGGERS TO ACT

Seeking Customer's doubts  
A Customer needed guidance



#### Emotions

BEFORE : Confused, Helplessness, Exhausted  
AFTER : Satisfaction, Motivated, Relaxed

#### CHANNELS OF BEHAVIOR

##### ONLINE



Instantaneously responding to queries,  
Assisting clients in clearing up their doubts

#### CHANNELS OF BEHAVIOR

##### OFFLINE



Following guidelines from the Chatbots,  
Getting queries answers from Chatbot