



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

can I
perform net
banking ?

Since it is AI
based project it
reduce the
number of
payable
employees

Am I able to
clarify my
banking
queries ?

Providing
smoother
automated
interface to
communicate

Successful
creation of
Bank
account

Offers 24/7
support with
an instant
reply
messages

Net banking
is
performed

What do they
SEE?

environment
friends
what the market offers

Propcess
automation

Loan
queries are
solved

physical
presence to
create bank
account

Very smooth
To create
bank
accounts

Deliver a modern
chat and
conversational help

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Easy tracking
of financial
service

Clarifying the
banking
doubts
with virtual
agents

Virtual agents
provide glossy
interface even
for introvert
people

Personalized
customer
service

Consumes
less time

We can
create a bank
account
virtually

Handle Risk
Management

What do they
HEAR?

what friends say
what boss say
what influencers say

Resolve issues
faster with
chatbots, even
while the agents
are busy

PAIN

fears
frustrations
obstacles

Very complex to
create,plan,build,manage
and allow the broad
technology to AI
Framework

Spending
more time
due to
physical
appearance

Need data
physically

Fear of
security

AI chatbot
always needs
Internet
connectivity

GAIN

"wants" / needs
measures of success
obstacles

The chat bot
resolves the
queries in
short span of
time

Maintaining a
track of
personal
Bank Details

Queries are
solved by
the website

Virtually we
can create a
bank
account

Can save
time