

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID37257
Project Name	AI-based discourse for Banking Industry
Maximum Marks	2 Marks

Problem Statement:

- In the banking sector, they need to provide 24*7 service to customers.
- Humans cannot provide personalized services to all customers.
- Customers need to wait for the availability of customer representatives.
- Delay in the support to the customers.
- Huge manpower is needed to provide services to all customers.
- Customer satisfaction is less in bank customer service.
- Less touch of personalization in customer relationships.
- These kinds of inconveniences cause the customer to leave the bank.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Zara	Call a bank customer care number	The executive made me wait in line for a long time	The executives are not able to solve the problem	disappointed
PS-2	Sham	Contact the bank customer service at late night for reporting net banking failure	The executives are not available	The manpower is less	worried