PROJECT DESIGN PHASE II

CUSTOMER JOURNEY

Team ID	PNT2022TMID37257
Project Name	AI-based discourse for Banking Industry

	Phases	Sigup	Signin	Querying	Respond
❶	**Phases** High-level steps your user needs to accomplish from start to finish	Sigup	Signin	Querying	Respond
❷	**Steps** Detailed actions your user has to perform	Give your chatbot a purpose / Decide where you want it to appear	Choose the chatbot platform / Design the chatbot conversation in a chatbot editor	Test your chatbot / Train your chatbots	Collect feedback from users / Monitor chatbot analytics to improve it
❸	**Feelings** What your user might be thinking and feeling at the moment 👍	Get immediate response from chatbot / Personalized response / 24*7*365 hours service	Stores data / Multilingual support / Cost saving	Provides live chat feature / Automated tracking / Easy ticket creation	Remembers conversations and users / Better to buy a chatbot than to hire a human / Easy and quick replies to customers
	👎	Privacy and security issues / Sometimes not satisfied with chatbot response / Network traffic may occur	one trick prony	Customers can get stuck in a loop	Network traffic may occur
❹	**Pain points** Problems your user runs into	Not suitable for long conversation with chatbot / Fail to resolve primary issues / Lack of understanding of content	Lack of understanding of content	Lack of understanding of content	Lack of understanding of content
❺	**Opportunities** Potential improvements or enhancements to the experience	HR Assistant / Social Media channe assistant / Workflow assistant	Financial Analyst Assistant / Market intelligence agent	Scheduling Assistant	Banking industry