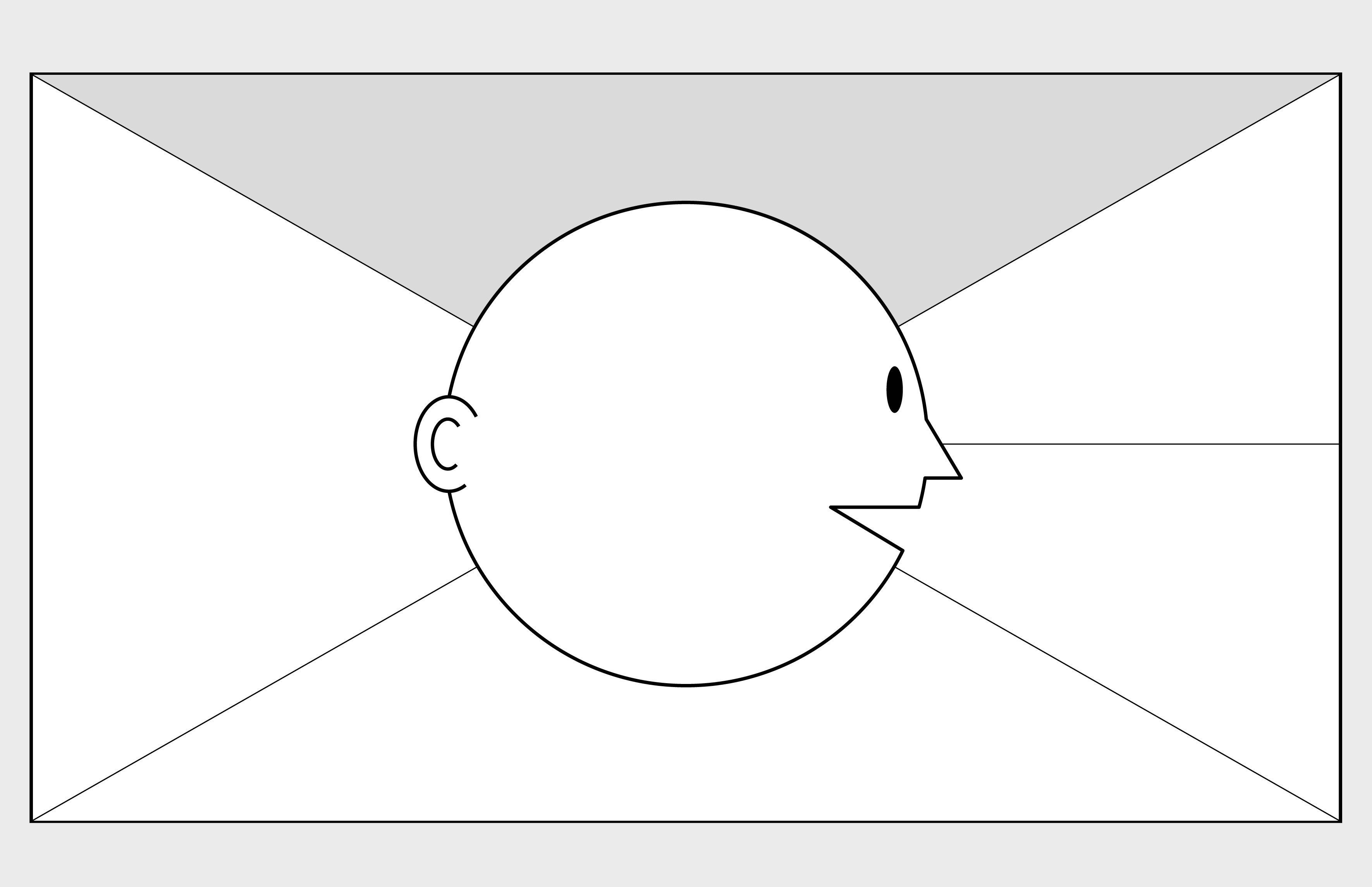
Empathy Map Canvas



2

*Version:*

*Date:*

*Designed by:*

*Designed for:*

# What do they Think?

# Enhances customer experience

# Serves customer continuously throughout a day?

# User friendly?

# 

# 2 What do they Feel?

* Is It reliable?

**GOAL**

* Probability of Job loss due to AI
* Consistent response

# 7

6 What do they HEAR?

* Personalized customer service
* Reduce customer Churn
* May fail under certain condition?

## PAINS

## Higher chance of misunderstanding

## Constant Maintenance

## Implementing the proper algorithm

## GAINS

* 24/7 Customer Service
* Reduction of human error
* Work faster
* Had large data

# What do they SEE and SAY?

# Process automation , fast delivery of messages , Feedback and Response

What do they DO?

AI chatbots in banking are modernizing the way how businesses provide services to their customers.

AI chatbots in banking industry can assist customers 24\*7 and give accurate responses to their queries. These

chatbots provide a personalized experience to users.

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/> © 2017 Dave Gray, xplane.com