RMK ENGINEERING COLLEGE



(An Autonomous Institution)

R.S.M. Nagar, Kavaraipettai-601 206, Gummidipoondi Taluk, Thiruvallur District.

PROJECT

AI BASED DISCOURSE FOR BANKING INDUSTRY

DONE BY

TEAM ID: PNT2022TMID15597

AJAY KUMAR T M (111719104007)

DINESH P N (111719104045)

DEVI PRASAD S M (111719104041)

DINESH KUMAR G (111719104046)

BALUMOHAN B (111719104017)

CONTENTS

1. INTRODUCTION

- 1.1 Project Overview
- 1.2 Purpose

2. LITERATURE SURVEY

- 2.1 Existing problem
- 2.2 References
- 2.3 Problem Statement Definition

3. IDEATION & PROPOSED SOLUTION

- **3.1** Empathy Map Canvas
- 3.2 Ideation & Brainstorming
- 3.3 Proposed Solution
- 3.4 Problem Solution fit

4. REQUIREMENT ANALYSIS

- 4.1 Functional requirement
- 4.2 Non-Functional requirements

5. PROJECT DESIGN

- 5.1 Data Flow Diagrams
- 5.2 Solution & Technical Architecture
- 5.3 User Stories

6. PROJECT PLANNING & SCHEDULING

- 6.1 Sprint Planning & Estimation
- 6.2 Sprint Delivery Schedule
- 6.3 Reports from JIRA

7. CODING & SOLUTIONING

- 7.1 Feature 1
- 7.2 Feature 2
- 7.3 Database Schema (if Applicable)

8. TESTING

- 8.1 Test Cases
- 8.2 User Acceptance Testing

9. RESULTS

9.1 Performance Metrics

10. ADVANTAGES & DISADVANTAGES

- 11. CONCLUSION
- 12. FUTURE SCOPE
- 13. APPENDIX

Source Code

GitHub & Project Demo Link

1. INTRODUCTION

1.1 Project Overview

The Internet Banking Industry has seen tremendous growth in recent years mainly due to the massive advancement in technology. The thing with the internet is that everyone connected to it can access almost anything around the world. The involvement of the internet in the banking sector has made it more viable and user friendly than ever before. Customers of any bank could access their account details and the transactions across the world with ease and can work with ease around any branches. So, an enhanced and smarter way of interaction with the customers has to be built to ensure efficient delivery of service. In order to overcome the user satisfaction issues associated with banking services, a chatbot will provide personal and efficient communication between the user and the bank. It is built to be the overall virtual assistant that can facilitate customers to ask banking-related questions without visiting the bank or calling up customer service centres as well as providing them with relevant suggestions.

1.2 Purpose

The main purpose of the chatbot is to provide the customers with all the information possible regarding any banking queries. It is built to be the overall virtual assistant that can facilitate customers to ask banking- related questions without visiting the bank or calling up customer service centres as well as providing them with relevant suggestions. Hence it essentially tries to eliminate the purpose of visiting a banking for basic queries and procedures.

2. LITERATURE SURVEY

2.1 Existing problem

| Project Title | Algorithms used | Advantages | Disadvantages |
|--|---|---|--|
| Impact Of Online Banking Services: A Study. | Usage of Technology Acceptance Model (TAM) | A basic overview of how the system of Online banking works | Lacks the detailed explanation of the networks and clients involved. |
| Impact of E-Banking on Traditional Banking Services. International Journal of Computer Science and Communication Networks | Usage of B2C Disbursement On Net, Client Service on the queries, Account Management | It recommends suitable banking option for every option the user selects | No working model or a framework has been provided |

| An Evaluative Study on Internet Banking Security among Selected Indian Bank Customer | Analyses the customers' perceptions and awareness towards Internet banking security. Knows impact of the internet banking securities among the selected customers in Coimbatore | Gives a metric on how the services, security and the benefits that are being used in the online banking | Has no involvement of Artificial Intelligence |
|--|--|---|---|
| The Influence of Artificial Intelligence on the Banking Industry & How AI is Changing the Face of Modern Day Banks | Provides an extremely detailed overview of how the machine learning can do in helping banking customers | Findings of the influence of the AI algorithms on the fraud detection and its prevention | No particular algorithm was actually emphasized in the entire study |
| How Artificial Intelligence is changing the banking sector | Studies the areas where the artificial intelligence is being used by the banks. Studies about the applications of AI in use in the leading commercial banks in India: State Bank of India, HDFC, ICICI and Axis | Provision of Smart Wallets, Underwriting, Voice Assisted Banking and Smart Lending Decisions | Individual Banking solutions for every sector has been given generally for which the queries and responses can differ extensively |
| Utilization of artificial intelligence in finance | Studies about the application of Artificial intelligence in Banking Sector Understands the problems faced by customers while using internet banking services | Anomaly detection through pattern recognition Market Analysis through data mining | No specific usage of chatbot in the cloud or the usage of any helping service that would serve the banking customers |

2.2 References

- [1]. Nedumaran, Dr & Kaleeswaran, Baladevi. (2017). Impact Of Online Banking Services: A Study.
- [2]. Vyas, Shilpan. (2012). Impact of E-Banking on Traditional Banking Services. International Journal of Computer Science and Communication Networks
- [3]. V. Vimala (2015). An Evaluative Study on Internet Banking Security among Selected Indian Bank Customer

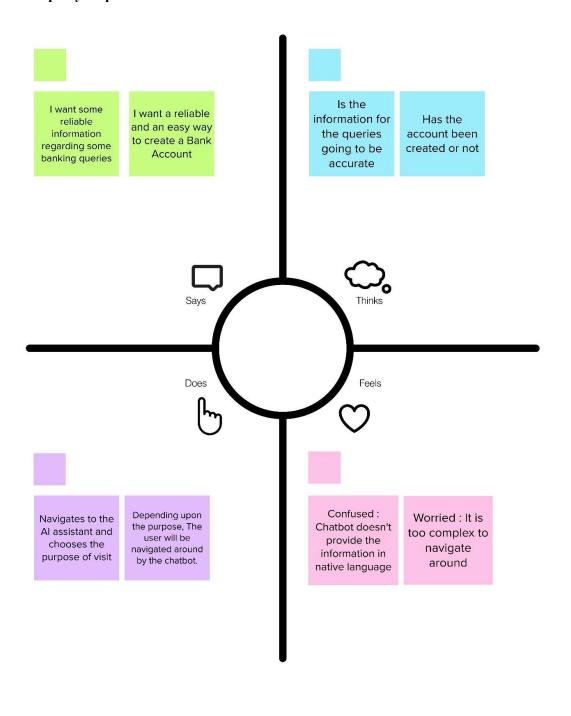
- [4]. Kaur, Navleen & Sahdev, Supriya & Sharma, Dr. (2020). Banking 4.0: -The Influence of Artificial Intelligence on the Banking Industry & How AI is Changing the Face of Modern Day Banks. International Journal Of Management. 11. 577-585. 10.34218/IJM.11.6.2020.049.
- [5]. Christian Catalini, Chris Foster and Ramana Nanda (2018), 'Machine Intelligence vs. Human Judgment in New Venture Finance'
 - [6]. Jewandah S (2018) "How Artificial Intelligence is changing the banking sector"
 - [7]. Andrew Ng (2016), "What artificial intelligence can do and can't do right now"
- [8]. Chan Kok Thim and Eric Seah (2011), "Optimizing portfolio construction using artificial intelligence"
 - [9]. Ryoji Kashiwagi (2005), "Utilization of artificial intelligence in finance"
- [10]. Vidhya Jolly (2016). The Influence of Internet Banking on the efficiency and cost savings for banks' customers
- [11]. Richard Selassie Bebli. The Impact of internet banking service quality on customer satisfaction in the banking sector of Ghana
- [12]. Asue EselemValence, Measuring The Impact Of Electronic Banking On Commercial Banking Performance. A Case Study On Uba Bank Cameroon
 - [13]. Prof. Edwin Agwu, The role of e-banking on operational efficiency of banks in Nigeria

2.3 Problem Statement Definition

In order to guide the customers throughout all the financial services provided by the bank, an intelligent system has to be introduced to provide people with the best solution possible. The users are bank customers who need a service, available 24/7, to clear all their queries and guide them through the various banking processes. So, an enhanced and smarter way of interaction with the customers has to be built to ensure efficient delivery of service. In order to overcome the user satisfaction issues associated with banking services, a chatbot will provide personal and efficient communication between the user and the bank. It is built to be the overall virtual assistant that can facilitate customers to ask banking- related questions without visiting the bank or calling up customer service centres as well as providing them with relevant suggestions.

3. IDEATION & PROPOSED SOLUTION

3.1 Empathy Map Canvas



3.2 Ideation & Brainstorming

Ideas laid out by each Team Member

• AJAY KUMAR T M

- Idea 1: Keep the conversation simple and easily understandable by Customers.
- Idea 2: Decrease the response time to the user.
- Idea 3: Build pre-requisite questions for queries regarding some type of loan.
- Idea 4: Make sure every nook and corner is covered.

• DINESH P N

- Idea 1: Make sure it is available 24/7
- Idea 2: The queries should be answered with clear explanation.
- Idea 3: Make sure that account creation task doesn't glitch.
- Idea 4: Collect only the required details from the customer.

• DEVI PRASAD S M

- Idea 1: Make sure the Bank is notified about the actions.
- Idea 2: Build pre-requisite for Bank account creation to eliminate ineligible accounts.
- Idea 3: Every query that the user can think of should be covered.
- Idea 4: The process of creating an account should be simple.

• DINESH KUMAR G

- Idea 1: Simplify the process of creating an account
- Idea 2: Make sure the explanation is clear.
- Idea 3: Make sure to cover every query that the user can think of.
- Idea 4: Keep the conversation easily understandable by Customers.

• BALUMOHAN B

- Idea 1: Make it user friendly by building the chatbot in different languages.
- Idea 2: Make sure the user is able to navigate around with ease.
- Idea 3: Every query should be answered with apt explanation.
- Idea 4: Make sure every nook and corner is covered.

Shortlisted Ideas

- Idea 1: Make it user friendly by building the chatbot in different languages.
- Idea 2: Collect only the required details from the customer.
- Idea 3: Build pre-requisite questions for queries regarding some type of loan.

3.3 Proposed Solution

| S.No. | Parameter | Description |
|-------|--|--|
| 1. | Problem Statement (Problem to be solved) | Banks are not able to resolve the queries of customers at all times related to the products or services in satisfactory way which in turn hinders the customer satisfaction. Customers need to visit banks frequently for simple queries. |
| 2. | Idea / Solution description | In order to guide the customers throughout all the financial services provided by the bank, an intelligent system has to be introduced to provide people with the best solution possible. |
| 3. | Novelty / Uniqueness | Chatbots developed using AI should be able to answer any general banking queries on account creation, loan, net banking, other services etc. It addresses the queries of customers immediately and effectively in a cost efficient manner. |
| 4. | Social Impact / Customer Satisfaction | In order to attain the user satisfaction issues associated with banking services, chatbot will provide personal and efficient communication between the user and the bank. It is built to be the overall virtual assistant that can facilitate customers to ask banking- related questions without visiting the bank or calling up customer service centers as well as providing them with relevant suggestions. |
| 5. | Business Model (Revenue Model) | Employing a chatbot will be a cost-effective solution to clear customer queries for banks. It eliminates the need for a massive customer care workforce and even reduces the workload of the bank employees whose efforts can be used elsewhere. |

| 6. | Scalability of the Solution | AI Chatbots provides 24/7 service to clear all customer queries and guide them through all the banking processes. It supports voice assistance feature and maintains a confidential conversation with customers. It can be scaled as per the requirements of the bank to include answers to queries related to any new feature or service introduced by the bank. |
|----|-----------------------------|---|
|----|-----------------------------|---|

3.4 Problem Solution fit

| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) Customers of Bank | 6. CUSTOMER LIMITATIONS EC. BUDGET, DEVICES Misunderstood the customer's query, Seamless Internet connection Outdated software compatibility | 5. AVAILABLE SOLUTIONS PLUSES & MINUSES Simple banking queries can be resolved quickly. Avaliable round the dock (24/7). | | |
|---|--|--|--|--|--|
| Focus on PR, tap into BE, understand RC | 2. PROBLEMS / PAINS + ITS FREQUENCY Limited response Frequent Maintenance Misreading of queries Unsuitable for senior citizens Losing customer insights | Slower response from client agent Limited only on working days Takes Longer to resolve complaints Waiting in queue for assistance | Guiding customer create bank account Answer loan queries Answer general banking queries Answer queries regarding net banking Connecting with bank agents. | | |
| Identify strong TR & EM | 3. TRICGERS TO ACT Seeking customers' doubts, A customer needs guidance. 4. EMOTIONS BEFORE / AFTER BEFORE: Confused, Helplessness, Exhausted AFTER: Satisfaction, Motivated, Relaxed | This problem can be solved by using an automated solution, such as a chatbot, which can handle all simple queries. One could reduce their employees' workload by having a chatbot handle all of the simple customer requests. It understands human languages and assist them in text-based communication and is available seamlessly in all platforms. | 8. CHANNELS of BEHAVIOR ONLINE Instantaneously respond to the queries, Assisting clients in clearing up their doubts. OFFUNE Following guidelines from the chatbot, Getting queries answers from chatbot. | | |

4. REQUIREMENT ANALYSIS

4.1 Functional requirement

The following are the functional requirements of the proposed solution.

| FR No. | Functional Requirement (Epic) | Sub Requirement (Story / Sub-Task) |
|--------|-------------------------------------|--|
| FR-1 | Greetings | As soon as a consumer joins the chatbot, it should greet them. |
| FR-2 | Faster joining | Customers don't need to register in advance to use the bot; it will be available right away. |
| FR-3 | Savings Account Creation Guide | The chatbot should be able to respond to inquiries about Kids Savings Accounts, Regular Savings Accounts, and Zero Balance Savings Accounts. |
| FR-4 | Current Account Creation Guide | The chatbot should be able to answer questions regarding proprietorship and partnership accounts. |
| FR-5 | Loan Query Clarification | The chatbot should be able to respond to inquiries on student loan, house loan, gold loan, top-up loan, and car loan. |

| FR-6 | General Query Clarification | The chatbot should provide information on a branch finder, a list of nearby branches, CIBIL, storage lockers, currency conversion rules, and other subjects. |
|------|--------------------------------|--|
| FR-7 | Net Banking Clarification | The chatbot should be able to respond to inquiries regarding the features of net banking, how to sign up for it, and any issues you might be experiencing. |
| FR-8 | Further assistance | If it was successful in solving the customer's problem or if further help is needed, the bot should inquire once more. |

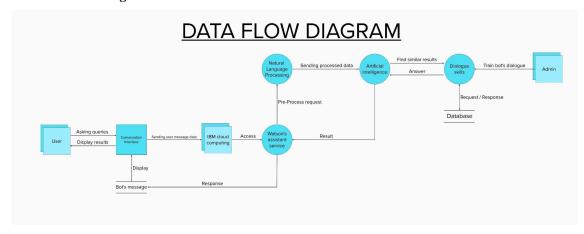
4.2 Non-Functional requirements

Following are the non-functional requirements of the proposed solution.

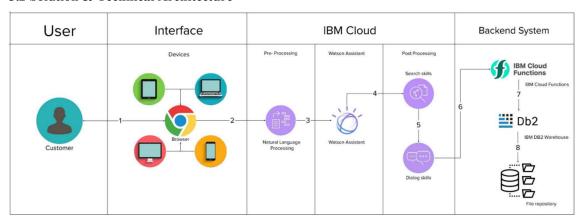
| FR No. | Non-Functional Requirement | Description |
|--------|----------------------------|--|
| NFR-1 | Usability | To answer questions and provide assistance as needed, AI chatbots interact with people in a manner that is highly natural. Giving consumers timely assistance is the main goal of this chatbot. |
| NFR-2 | Security | The safety and privacy of consumer data is the most crucial aspect of banking. We have to make sure that the client data we collect is only accessible by your bank. |
| NFR-3 | Reliability | Since delivering dependable performance and information to users is seen to be crucial when employing chatbot-based services, reliability is described as a user's opinion that a chatbot service has the capacity to provide the promised service dependably and accurately. Users consider the accuracy of the information supplied by chatbot services to be a key element. |
| NFR-4 | Performance | The speed of the chatbot has to be faster than the time it would take a human to compose the reply. The chatbot should be connected to a knowledge-based database and set up to retrieve data quickly. |
| NFR-5 | Availability | Chatbots ought to be awake all the time and not grow weary. They should always be available and ready to answer questions from guests who arrive late at night or who are just in another time zone, whether it is during the day or night. |
| NFR-6 | Scalability | Chatbots have the ability to develop to the point where they can manage difficult questions and resolve a variety of other complex questions that can only be handled by human agents. This removes chatbots' restrictions on being useful to a certain set of individuals and boosts their capacity for managing a huge number of people at once. |

5. PROJECT DESIGN

5.1 Data Flow Diagrams



5.2 Solution & Technical Architecture



5.3 User Stories

| 3.5 USCI STORE | Functional Requirement | User Story | User Story / Task | Acceptance criteria | Priority | Release |
|------------------------|---------------------------|---------------|--|---|----------|----------|
| Customer (Mobile user) | (Epic) Registration | USN-1 | As a user, I can register for the application by entering my email, password, and confirming my password. | I can access my account / dashboard | High | Sprint-1 |
| | | USN-2 | As a user, I will receive confirmation email once I have registered for the application | I can receive confirmation email & click confirm | High | Sprint-1 |
| | | USN-3 | As a user, I can register for the application through Facebook | I can register & access the dashboard with Facebook Login | Low | Sprint-2 |
| | | USN-4 | As a user, I can register for the application through Gmail | I can register & access the dashboard with Gmail Login | Medium | Sprint-1 |

| | Login Dashboard | USN-5 | As a user, I can log into the application by entering email & password As a user, I can access the chatbot in the home page or dashboard | I can access my account / dashboard by Login I can access my dashboard | High High | Sprint-1 Sprint-2 |
|----------------------------|------------------|--------|---|--|--------------|-------------------|
| Customer (Web user) | Access | USN-7 | As a user, I can ask queries to virtual assistant | I can question the virtual assistance | High | Sprint-1 |
| Customer Care Executive | Clarification | USN-8 | As a user care executive, I will provide clarification for any questions that the chatbot cannot answer | I can clarify questions that chatbots can't answer | Medium | Sprint-3 |
| Administrator | Moderation | USN-9 | As an admin, I can add an inquiry and its appropriate response to the chatbot | I can add an inquiry and answers to the chatbot | High | Sprint-3 |
| | | USN-10 | As an admin, I will moderate chatbot responses | I can moderate chatbot responses | Medium | Sprint-4 |
| | | USN-11 | As an admin, I will update the chatbot with new questions and responses | I can add new inquiries and responses to the chatbot | Medium | Sprint-4 |
| | | USN-12 | As an admin, I will maintain the chatbot's behaviour | I can maintain the chatbot's actions | High | Sprint-4 |

6. PROJECT PLANNING & SCHEDULING

6.1 Sprint Planning & Estimation

| Sprint | Functional Requirement (Epic) | User Story Number | User Story / Task | Story Points | Priority | Team Members |
|----------|-------------------------------------|-------------------------|--|-----------------|----------|----------------|
| Sprint-1 | Savings Account Related Actions | USN-1 | As a user, in the Savings Account option, I can select Types of Savings Account to get details regarding documents required for creating that savings account. | 4 | High | Ajay Kumar T M |
| Sprint-1 | | USN-2 | As a user, I can check the Interest Rates of Savings Account | 4 | High | Ajay Kumar T M |
| Sprint-1 | | USN-3 | As a user, I can check the Minimum Balance of Savings Account | 3 | Medium | Ajay Kumar T M |
| Sprint-1 | Current Account Related Actions | USN-4 | As a user, I can choose the Type of Company to know the information on documents to be submitted for creating current account | 5 | High | Dinesh P N |
| Sprint-1 | | USN-5 | As a user, I want to get details on procedure to close my Current Account | 4 | High | Ajay Kumar T M |

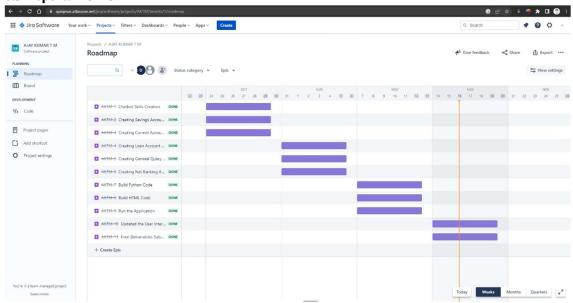
| Sprint-2 | Loan Account Related Actions | USN-6 | As a user, I can choose the Type of Loans to know the information on choosing an essential loan scheme | 3 | High | Dinesh P N |
|----------|------------------------------------|-------------------------|--|-----------------|----------|------------------------------------|
| Sprint | Functional Requirement (Epic) | User Story Number | User Story / Task | Story Points | Priority | Team Members |
| Sprint-2 | | USN-7 | As a user, I can check the Loan Amounts that can be offered for corresponding Loan Accounts chosen | 3 | High | Devi Prasad S M |
| Sprint-2 | | USN-8 | As a user, I can check the Status of Loan for my Loan Accounts | 1 | Low | Devi Prasad S M |
| Sprint-2 | General Queries Related Actions | USN-9 | As a user, I want to get the procedure details for Currency Conversion facility of my bank account | 2 | Medium | Dinesh P N |
| Sprint-2 | | USN-10 | As a user, I want to check my CIBIL score for my loan application and to ensure whether my loan application is approved by the bank. | 1 | Low | Balumohan B |
| Sprint-2 | | USN-11 | As a user, I want to get the procedure details for maintaining Storage Locker facility of my bank account | 3 | High | Balumohan B |
| Sprint-2 | Net Banking Related Actions | USN-12 | As a user, I want to get the procedure details for changing the Net Banking password of my bank account | 3 | High | Balumohan B |
| Sprint-2 | | USN-13 | As a user, I can select types of fund transfers to get details regarding different services available in net banking | 2 | Medium | Dinesh Kumar G |
| Sprint-2 | | USN-14 | As a user, I want to get the procedure details for adding beneficiaries to my net banking account. | 2 | Medium | Dinesh Kumar G |
| Sprint-3 | Web Application | USN-15 | As a user, I want to access the chatbot in a web browser that can be accessed from almost all devices. | 20 | High | Ajay Kumar T M, Dinesh P N |
| Sprint-4 | User Interface and Web Pages | USN-16 | As a user, I want to view pages of the banking website and have access to the chatbot easily. | 20 | High | Devi Prasad S M, Dinesh Kumar G |

6.2 Sprint Delivery Schedule

| Phase | Phase Description | Week | Dates | Activity | Student Responsibility |
|-------|---|-------|-------|---|---|
| | Project Planning Phase (Milestones & Tasks, Sprint Schedules) | Week- | | Prepare Milestone & Activity List, Sprint Delivery Plan | Submit the Project Delivery Schedule as per the standard template in GitHub |

| 6 | Project Development Phase (Coding & Solutioning, Acceptance Testing, Performance Testing) | Week- | Project Development - Delivery of Sprint-1 | Sprint-1 Delivery: Develop the Code, Test and push it to GitHub. |
|---|---|-------|---|--|
| | | Week- | Project Development - Delivery of Sprint-2 | Sprint-2 Delivery: Develop the Code, Test and push it to GitHub. |
| | | Week- | Project Development - Delivery of Sprint-3 | Sprint-3 Delivery: Develop the Code, Test and push it to GitHub. |
| | | | Project Development - Delivery of Sprint-4 | Sprint-4 Delivery: Develop the Code, Test and push it to GitHub. |

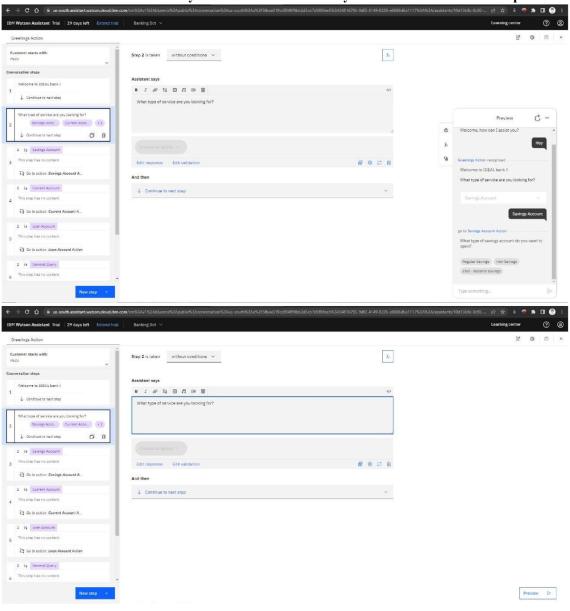
6.3 Reports from JIRA



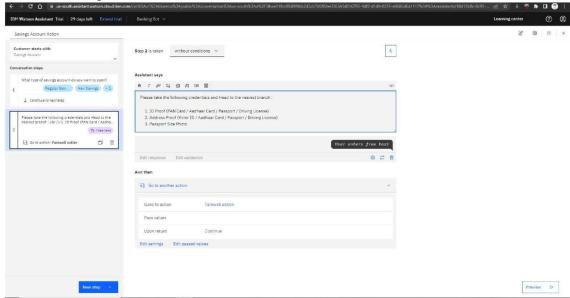
7. CODING & SOLUTIONING

7.1 Feature 1

Service Selection - Lets you select the feature that you want to select and look up

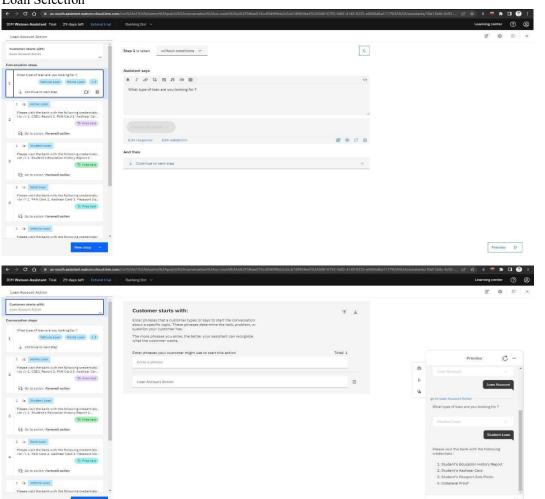


Account Pre requisites



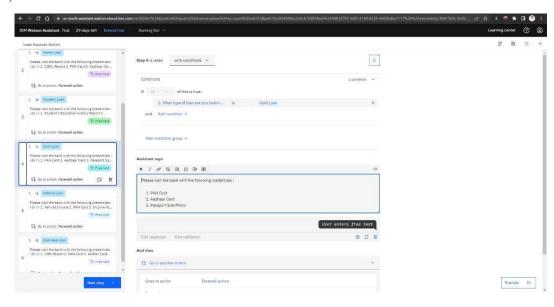
7.2 Feature 2

Loan Selection

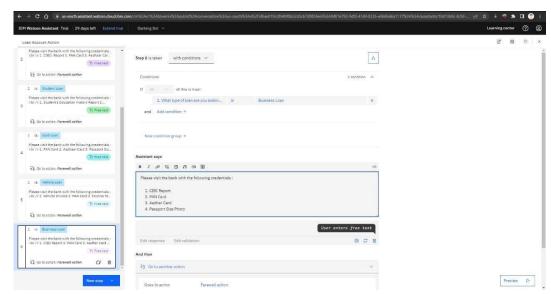


Providing the information about the credentials to be submitted:

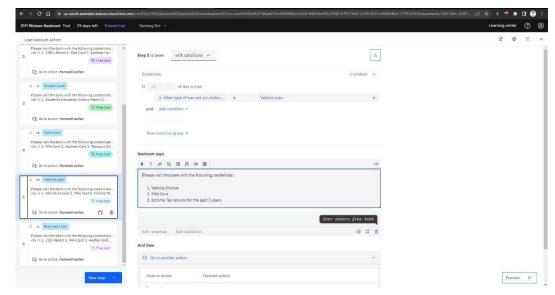
1) For Gold Loan



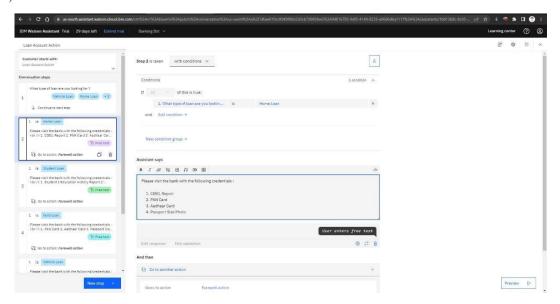
2) For Business Loan



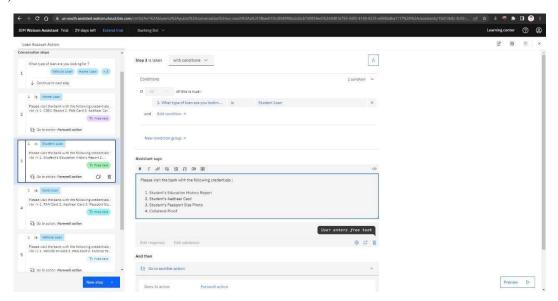
3) For Vehicle Loan



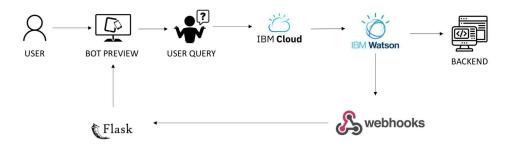
4) For Home Loan



5) For Student Loan



7.3 Database Schema



8. TESTING

8.1 Test Cases

| S.No | Test Cases | Passed/ Failed | | |
|------|----------------------------|----------------|--|--|
| 1. | Providing List of Queries | Passed | | |
| 2. | Creating a Bank Account | Passed | | |
| 3. | Prerequisites for Services | Passed | | |
| 4. | Loan Offers | Passed | | |
| 5. | Timings and Venue | Passed | | |
| 6. | Troubleshooting Help | Passed | | |
| 7. | Login/ Logout | Passed | | |

8.2 User Acceptance Testing

| S.No | Test Cases | Yes/ No | |
|------|------------------------------------|---------|--|
| 1. | Keyword driven | Yes | |
| 2. | Responds in manually drafted rules | Yes | |
| 3. | Manages multiple users | Yes | |
| 4. | Conversational Paradigm | Yes | |
| 3. | Learns from real interactions | No | |
| 4. | Training via historical data | No | |
| 5. | Has decision-making skills | No | |

9. RESULTS

9.1 Performance Metrics

10. ADVANTAGES

- Available 24/7 across the globe
- Direct connection with the bank agents
- No queueing in responses
- Latest queries are answered with ease
- Updated to the latest details
- Easy to setup and communicate

DISADVANTAGES

- Limited Response Scaling
- Frequent Maintenance
- Misreading of Queries
- Connectivity Issues

11. CONCLUSION

The solution to almost all the querying applications has become chatbot for assistance and resolving. We believe that the same technology can be in banking queries as it was meant for that purpose. Though the bot would not be able to solve or satisfy all the queries for customer, it can certainly resolve issues that the user might be facing often and help the banking sectors maintain great relationships with their customers.

12. FUTURE SCOPE

The future of project lies entirely on how the customers get benefitted from the interaction and the interface. We would have to make improvements in the bot to make it as user-friendly as possible. The following areas could have a serious impact on our scope:

- i. Support for multiple languages
- ii. Low latency in fetching responses
- iii. Voice and video instructions

13. APPENDIX

Source Code:

```
    window.watsonAssistantChatOptions = {
    integrationID: "a3d08917-7818-4e6b-bfc5-c71426f0321d", // The ID of this integration.
    region: "us-south", // The region your integration is hosted in.
    serviceInstanceID: "94816793-9df2-4149-8235-e0686d6a1117", // The ID of your service instance.
    onLoad: function(instance) { instance.render(); }
    };
    setTimeout(function() {
    const t=document.createElement('script');
    t.src="https://web-chat.global.assistant.watson.appdomain.cloud/versions/" + (window.watsonAssistantChatOptions.clientVersion || 'latest') + "/WatsonAssistantChatEntry.js";
    document.head.appendChild(t);
    });
```

GitHub: https://github.com/IBM-EPBL/IBM-Project-24962-1659951429

Project Demo Link:

https://drive.google.com/file/d/1Dqs5JXhNxuunpOD8S S2EWjMwW8oEob-/view?usp=sharing