What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

IS it really possible to predict a customer 100%?

Will banks really reduce NPAs through this software

What do they HEAR?
what friends say
what boss say
what influencers say

This will bring a huge impact in the customer assessment process

What do they SEE?
environment
friends
what the market offers

Thses days banks do manual operations for predicting a customer

It takes lot of time for banks to assess the customer

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

There are no objections as they will reduce the NPA

Profitable for banking sector

PAIN
fears
frustrations
obstacles

There are more than 120 parameters to assess a customer

Should be maintained and updated at regualr intervals

There will be some exceptional customers

GAIN
"wants" / needs
measures of success
obstacles

No need to assess a customer manually

Lot of Time and Capital saved

More accurracy