IDEATION PHASE

BRAINSTORM AND IDEA PRIORITIZATION

Date	27th September 2022
Team ID	PNT2022TMID07052
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Domain Name	Banking and Finance
Project Name	AI based discourse for Banking Industry
Maximum marks	4 marks

Brainstorm Top 3 Ideas

- Idea 1: It provides instant solution for general banking queries.

  Providing a solution instantly is one of the key reasons behind creating a chatbot. It must be able to effectively understand and address the queries of the customer as quickly as possible. It must be available 24x7 for customers to access and use.

- Idea 2: It provides reliable service on answering net banking queries.

  The chatbot must be extremely reliable and must provide answers to queries that are reasonably helpful and correct. It should be able to understand the customers' queries and provide them with a meaningful answer. It should not provide wrong answers or cause further confusion.

- Idea 3: It facilitates constant guidance to customers on creating bank accounts.

  Creating bank accounts can be stressful and many new potential customers that are joining banks might be new to banking. These customers will have a lot of doubts and queries and need extensive support in creating a bank account. This support can be provided with the help of chatbots. Chatbots are be available 24x7 and will contain answers to all the common/frequently asked questions that one may have during the creation of a bank account.