Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Businessmen, Students, Workers, Employees, and Citizens.

6. CUSTOMER CONSTRAINTS `CC`

The customers must be above the age of 18. Have a basic knowledge of using chatbots.

5. AVAILABLE SOLUTIONS `AS`

Customers can reach out help 24/7 at contact us.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

To help in creating an account, view balance, answer some basic queries.

9. PROBLEM ROOT CAUSE `RC`

The unawareness of the customer is the real root cause for the problem.

7. BEHAVIOUR `BE`

The Customer seek for the help in Contact us section.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`

The customers are in need of a bank account which will trigger everyone to create accounts.

4. EMOTIONS: BEFORE / AFTER `EM`

The Customers are confused before seeking help. But after using the chatbot the customers feel easy about banking.

10. YOUR SOLUTION `SL`

Banking chatbots help customers complete banking transactions with ease using voice or text. Chatbots are useful because they can reduce operational costs, as well as improve customer satisfaction by streamlining interactions.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Access the application through online and submitting the required forms.

8.2 OFFLINE

The Customers must gather the information requested by the provider.