## Project Design Phase-II Customer Journey Map

| Date          | 08 October 2022                                   |
|---------------|---------------------------------------------------|
| Team ID       | PNT2022TMID30161                                  |
| Project Name  | Project - AI based discourse for Banking Industry |
| Maximum Marks | 4 Marks                                           |

## **Customer Journey Map**

| Journey Steps<br>Which step of the experience<br>are you describing?                                                             | <b>Discovery</b> Why do they even start the Journey?   | <b>Registration</b> Why would they trust us?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Onboarding and First Use<br>How can they feel successful? 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| Actions What does the customer do? What information do they look for? What is their context?                                     | To ask<br>queries<br>related to<br>banking<br>services | 24/7 Quick and Clear customized accurate guidance on conversation responses new updates                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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| Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. | To get their queries instantly human solved emotions   | Security and privacy for customers customer queries a a data come Security | Reduce temptones temptones temptones temptones temptones temptones in the bank responses exports answers welenated the temptones tempton | Can schieve Fast and Meets financial precise customer's goals answers expectations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Touchpoint</b><br>What part of the service do<br>they interact with?                                                          | Chatbot's message bar                                  | Can ask Net Can see Net Lann related banking account of related queries queries account.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | when characts computery Instant Issues get instant solved the community solution to solved (FAQ)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Financial Centure the Obstete Walts in the exercises Centure to the Obstete Centure the Centure that Centure the Centure the Centure that Centure |
| Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions                                   | <del>©</del>                                           | 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           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| Backstage                                                                                                                        |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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| Opportunities<br>What could we improve or<br>introduce?                                                                          | Multilanguage options                                  | Introduce sentiment analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               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| Process ownership<br>Who is in the lead on this?                                                                                 | User                                                   | User                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       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