

## Project Design Phase-II Customer/User Journey Map

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Team ID	PNT2022TMID30161
Project Name	Project - AI based discourse for Banking Industry
Maximum Marks	

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To ask queries related to banking services	24/7 personalized conversation Quick and accurate responses Clear Guidance on new updates	Easy accessible environment Understandable vocabulary Can enable Timely notifications Frequently asked questions (FAQ)	Can view ratings and feedbacks Time and cost efficient Can solve queries in a comfort manner
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	To get solved their queries To reduce waiting time in the bank	Security and privacy for customer data Avoid limited response Handles millions of customer queries	Can achieve financial goals Can set money limits Consistency in answers Reduce customer service cost	Fast and precise answers Friendly environment Meet customers expectation
Touchpoint What part of the service do they interact with?	Unlocking or locking cards	Completing fund transfers Checking Bank statements Proactive communication	Clear customer feedback Lead generations show transactional history Financial awareness	Secured communications Detailed/export answers Simple user interface design
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😬	😬	😬
Backstage				
Opportunities What could we improve or introduce?	Regularly monitor success metrics	Collect chat transcripts	Post chat surveys Make the bot more Human	Integrate all platforms in one place for better access
Process ownership Who is in the lead on this?	Watson's Assistant	customer	Bot preview	NLP