Project Design Phase II Customer/User Journey Map

Date	15 October 2022
Team ID	PNT2022TMID26751
Project Name	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?	Check their account balance	Required Provide Antover support support of FAQs quak money	They can asis house one of the shows the their queries where or regarding movement of user to have banking cottoners on format industry smuttaneously conversations.	Able to solve customer guerries at 24/7 support enricing feature and feature and feature rate security.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrotor.	provide inshifty to instant understand response emotions	Consumers Convenient Provide proactive hate to wait Access Support	variet instant to answer for variet to response and some for seasons and qualified answer examinations of any place and 24/7	They won't to be considered to be consid
Touchpoint What part of the service do they interact with?	Customer service	Conversational Secure and multi-framecional channel	easy collect save time provide easy real-time scalability feedback and money support	Locate Inearby ATM Voice customer and assistance branches
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	8	8	2	5
ackstage				
Opportunities What could we improve or ntroduce?	Identify leads at the right time. It can helps to deliver more interactive and engaging customer experiences	optimizing it iteratively on the basis of conversational data analytics	Analyzing passed data and making assumptions on what is right or wrong	
Process ownership Who is in the lead on this?	Admin & customers	Customers	Customers	Customers

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