PROJECT DESIGN PHASE-1

PROPOSED SOLUTION

TEMPLATE

DATE	15 october 2022
TEAM ID	PNT2022TMID26751
PROJECT NAME	AI based discourse for Banking Industry
MAXIMUM MARKS	2 Marks

Proposed Solution:

S.NO	Parameter	Description
1.	Problem Statement (Problem to be solved)	**Statement**- Currently, most banks offer a wide variety of products and services – credit cards, savings accounts, debit cards, financial planning, personal loans, mortgages, etc. Yet many customers are not always aware of all the products offered by the financial company they're doing business with. **Description**: Banking is one the crucial sector, it deals with financial transactions which can be availed by everyone, banks are not able to resolve the queries of customers related to the products or services in satisfactory way in turn hinders the customer satisfaction
2.	Idea / Solution description	The banking applications these days are working fine and make almost all the banking routines with ease. Yet, these interfaces were either flooded unwanted notifications or missing the spotlight information for the particular customer.
3.	Novelty / Uniqueness	To enable the e-banking services as a customer based preferential service.
4.	Social Impact / Customer Satisfaction	Customers of the bank – Depositors, borrowers, lenders etc
5.	Business Model (Revenue Model)	Banks will enable much and reliable services which will gain customer loyalty. The propose model aims to bring down the gap between the banking customer requirements and satisfaction.
6.	Scalability of the Solution	Instead of promoting regional ads, AI can be deployed to navigate to their interest and customize the entire app tailor made to the customer priority. It shall be deployed as a quality update in all the banking apps.