














Customer experience journey map



PROJECT DESIGN PHASE-II
CUSTOMER JOURNEY MAP

PNT2022TMID26751 - AI BASED DISCOURSE FOR BANKING INDUSTRY

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Quick response to Banking Queries</div><div>Saves Time</div><div>Avoidance of Manual visiting to BANKS</div><div>Banking chatbots can take over the mundane, nonrevenue-generating tasks and support multiple customers at the same time.</div><div>Chatbots help save time by asking basic customer queries, so the customer support employees have more time to focus on complex questions.</div><div>Using chatbots can avoid customers to visit banks each and every time physically and saves their effort.</div><div>Simple UI</div><div>text on a screen to the buttons and menus that are used to control a chatbot. The chatbot UI allows users to send messages and tell it what they want it to do.</div></div>	<div><div>Asking Query</div><div>Personal banking</div><div>Quick information</div><div>Customer comfortable</div><div>Asking Query</div><div>on their loans and questions.</div><div>Personal banking</div><div>to create a personalized banking experience. Banking bots are reducing the waiting time and other related paperwork.</div><div>Quick information</div><div>chatbots into the v customer relationship management system to their clients who are becoming increasingly comfortable with technology.</div><div>Customer comfortable</div><div>chatbots to ask questions at any time and from any location, but more importantly, they can ask queries at many times as they want.</div></div>	<div><div>Received response</div><div>Customer will receive clarification on their inquiry as soon as they have finished asking the chatbot.</div></div>	<div><div>Consumer contentment</div><div>Once the customer's question is answered, they will be happy. If not, they can speak with a customer service representative to receive more information.</div></div>	
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div>Help me to clarify my doubts</div><div>The Bot should be able to guide a customer to create a bank account</div><div>The Bot should be able to guide a customer to create a bank account</div></div>	<div><div></div><div>It also properly ends the conversation by way of farewell</div><div></div></div>	<div><div></div><div>Customers are no longer waiting weeks, days, hours, or even minutes for an employee to help them.</div><div>It simplifies the internal organization and access and search for information</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div>chatbot UI should be easy to use and understand. It should also be visually appealing so that users enjoy interacting with it.</div><div>The customer will be happy to get an instant response to any query without any delay.</div><div>Customers are pleased to have many options for their inquiries.</div><div>Customers enjoy interacting with the bot since they don't become annoyed by their constant questions.</div></div>	<div><div></div><div>Chatbots make using them more comfortable since they eliminate face-to-face interactions from beginning to end.</div></div>	<div><div>The customer feels delighted and gets enlightened after finishing using the chatbot</div><div>Make the chatbot's behaviour more enjoyable so that users will return anytime they like.</div><div>After their questions were answered, customers no longer felt anxious.</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div></div><div>concern about security and privacy breaches.</div></div>	<div><div></div><div>The lack of a registration mechanism causes them to be feared.</div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div>customers get dissatisfied The chatbot's dialogue with the user wasn't appropriate.</div></div>	<div><div></div><div>Chatbots frequently fail to comprehend natural language, which makes users angry all the time.</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div></div><div>customers</div><div>24/7 Availability</div></div>	<div><div></div><div>interface</div><div>Suggesting relevant solution to query</div></div>	<div><div>conversation</div><div></div><div></div></div>	<div><div>Option to speak to a human agent</div><div>Quicker help across the platform</div><div>Conversation Preview</div></div>	<div><div>End to end encrypted conversation</div><div>Ability to Learn from previous conversation</div><div>Easy accessibility to every customers</div></div>