Project Title: AI Based Discourse For Banking Industry **Project Design Phase-I - Solution Fit** **Team ID:** PNT2022TMID00963

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

They can assist bank customers to get the status of account balances, transfer funds, apply for personal loans and credit cards, pay bills, check their credit scores.

6. CUSTOMER CONSTRAINTS

- Good network
- Any device to connect (mobile / laptop)

Explore AS, differentiate

5. AVAILABLE SOLUTIONS

Machine Learning, predictive analytics, and voice recognition tools are all increasing the value of digital banking services. **AI Chatbots, facial recognition banking apps, and fraud detection systems and applications**.

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEM

Lead generation and qualification Chatbots can engage with the visitors on the bank's digital platforms to generate leads and assess those leads with relevant questions.
Customer service 24/7 availability, and the tireless and consistent nature of chatbots for customer support is an important advantage for chatbots in banking .

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9. PROBLEM ROOT CAUSE

Chatbots are as smart as they are programmed to be handling multiple languages and dialect can be a trouble some task for chatbots. Gathering data, cleaning it and training the chatbot with it is a lengthy process.AI is a developing branch and a chatbot with human-level cognizance .

7. BEHAVIOUR

Banking chatbots help customers complete banking transactions with ease using voice or text. Chatbots are useful to banks because they can reduce operational costs, as well as improve customer satisfaction by streamlining interactions.

Focus on J&P, tap into BE, understand RC

IDENTIFY STRONG TR & EM

3. TRIGGERS TR

- Chatbots are faster
- They tirelessly work round the clock and are available 24*7*365
- Chatbots result in huge cost savings
- They provide a personalized experience

4. EMOTIONS: BEFORE / AFTER EM

Emotions before: Helpless, slow process, improper guidance, time consuming

Emotions after: Faster, proper guidance, customer friendly, solve complex queries

10. YOUR SOLUTION SL

Chatbots can help users find information faster, but they are not a replacement for answers to frequently asked questions on your organization website. Chatbots require good content that can be easily parsed, and that content must be created and maintained by humans.

Sometimes the chatbot may not know the answer. When that happens, a chatbot can transfer users to an agent or direct them to a self-service knowledge center. Being resourceful and continuing to improve the quality of your content can help create a successful chatbot solution and improve overall customer experience.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

AI can help banks improve the security of online finance, track the loopholes in their systems, and minimize risks.

8.2 OFFLINE

Complex machine learning to fend off money launderers or sift through mountains of data for fraud-related anomalies, you've probably at least interacted with its customer service chatbot, which runs on AI

IDENTIFY STRONG TR & EM