IDEATIO PHASE PROBLEM STATEMENT

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Domain Name	Banking and Finance
Project Name	AI based discourse for Banking Industry

PROBLEM STATEMENT

Banking is a crucial sector, it deals with financial transactions which can be availed by everyone,but banks are not able to resolve the queries of customers at all times related to the products or services in satisfactory way which in turn hinders the customer satisfaction. In order to guide thecustomers throughout all the financial services provided by the bank, an intelligent system has to be introduced to provide people with the best solution possible. The users are bank customers who need a service, available 24/7, to clear all their queries and guide them through the various banking processes. So, an enhanced and smarter way of interaction with the customers has to be built to ensure efficient delivery of service. In order to overcome the user satisfaction issues associated with banking services, a chatbot will provide personal and efficient communication between the user and the bank. It is built to be the overall virtual assistant that can facilitate customers to ask banking- related questions without visiting the bankor calling up customer service centers as well as providing them with relevant suggestions.

Who does the problem affect?	A customer of the bank
What are the boundaries of the problem?	Customers who have queries related to banking or trying to use various services ofthe bank
What is the issue?	Customers need to visit banks frequently for simple queries. Banks are not able to answerhuge volumes of customer's queries efficiently.
When does the issue occur?	When the customer is unable to visit a bank
Where does the issue occur?	It occurs in banking industries
Why is it important that we fix the problem?	It addresses the queries of customers immediately and effectively in a cost efficient manner.
What solution to solve this issue?	Chatbot should be able to answer any general banking queries on account creation, loan,

	netbanking, other services etc. AI chatbots can help the customers to complete their work quickly and efficiently.

I am	I'm trying to	But	Because	Which makes me feel
Customer of a Bank	Create an account	I am not able understand the features	They are too complicated	Irritated.