









## Project Design Phase-II

### Customer Journey

|               |   |
|---------------|---|
| Date          | 08 October 2022                                   |
| Team ID       | PNT2022TMID15528                                  |
| Project Name  | Project - AI based discourse for Banking Industry |
| Maximum Marks | 4 Marks   |

### Customer Journey Map

| Journey Steps<br>Which step of the experience are you describing?  | Discovery<br>Why do they even start the journey?   | Registration<br>Why would they trust us?  | Onboarding and First Use<br>How can they feel successful?  | Sharing<br>Why would they invite others?   |
|--|--|---|--|--|
| <b>Actions</b><br>What does the customer do? What information do they look for? What is their context?   | To ask queries related to banking services   | 24/7 customized conversation<br>Quick and accurate responses<br>Clear guidance on new updates                         | Simpler user interface design<br>Understandable vocabulary<br>Will receive on-time notifications<br>Can get timely reminders   | Can give ratings and reviews<br>Efficiency in terms of costs<br>Can solve queries in a comfort manner                                |
| <b>Needs and Pains</b><br>What does the customer want to achieve or avoid?<br><i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | To get their queries instantly solved<br>Inability to understand human emotions          | Security and privacy for customer data<br>Handles many customer's queries at a time<br>Network issues may occur       | Reduce waiting time in the bank<br>Sometimes it may give irrelevant responses<br>Detailed or expert answers<br>Greater chance for mis-understanding                                      | Can achieve financial goals<br>Fast and precise answers<br>Meets customer's expectations   |
| <b>Touchpoint</b><br>What part of the service do they interact with?   | Chatbot's message bar  | Can ask loan related queries<br>Can ask Net banking related queries<br>Can seek assistance in creating a bank account | When chatbots completely understand the customer's query<br>When it gives instant solution to their queries<br>When their issues get solved<br>By using Frequently Asked Questions (FAQ) | Financial awareness<br>Can use the chatbot whenever it is convenient for them<br>No longer waits in the queue to visit bank officers |
| <b>Customer Feeling</b><br>What is the customer feeling?<br><i>Tip: Use the emoji app to express more emotions</i>                                   |       |                                    |    |   |
| <b>Backstage</b>   |  |   |  |  |
| <b>Opportunities</b><br>What could we improve or introduce?  | Multilanguage options  | Introduce sentiment analysis  | Familiarize voice assistance   | Display new updates  |
| <b>Process ownership</b><br>Who is in the lead on this?  |  User |  User                              |  User and the admin   |  User and the admin                             |