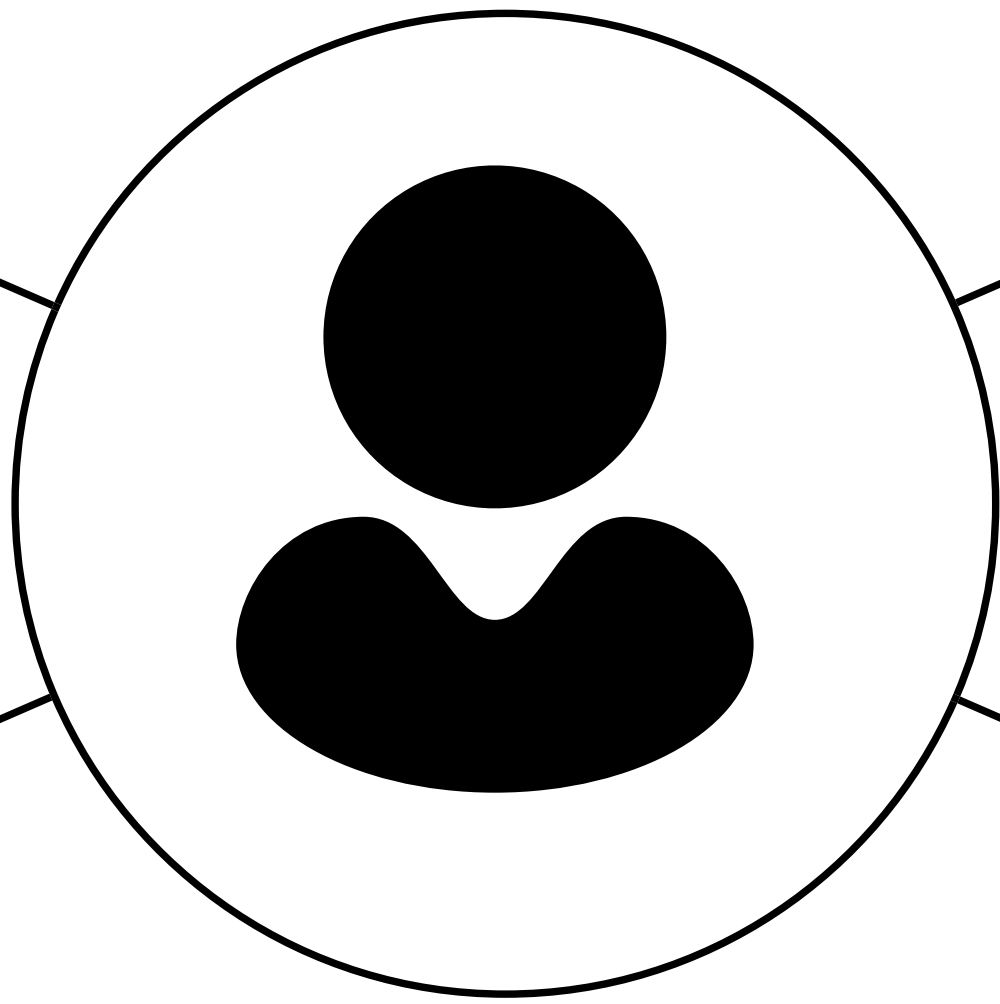# What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- Generally here the banking sector is used for saving money.
- It also gives loans to people who are in need by keeping some properties as assurance for their money given.
- In finanacing sector they even give loans by taking vehicles as their assurance but with more rate of intrest

What do they HEAR?

what friends say

what boss say

what influencers say

- Friends always says everything will be easy to be done for motivating us for our growth in our sector
- The one who is supperior will always be commanding us but we should niot think about that and do oor work
- Influencers are the people who takes care of the employees for handling their emotions towards the customers.

What do they SEE?

environment

friends

what the market offers

- But for seeing all the system from outside it looks very good and organized.
- Though it is seen to be organized it has many problems with the employees and the back-end .
- For getting better and good in this we can use automation of the system of banking and money which reduces both work pressure and mistakes

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- Public always overthinks about the system in the sectors related to money as there will be more scams
- For seeing from outside it will be like getting more income by doing less work but this money related needs more mental work
- Even in this sector the behaviour towards the customer plays the major role,the one running this should be polite and gentle with the customers

PAIN

fears

frustrations

obstacles

- The main problems in this field is maintaining the staff
- The hardwork which leads to the frustration of the employee
- The man power and old softwareswill trouble the customers and employees a lot

GAIN

"wants" / needs

measures of success

obstacles

- By updating this banking system the efficiency will increse
- The adding of Artificial intelligence to the Banking and Finance gives more accuracy in the work
- All the lag and problems in the system can be overcomed by Artificial intelligence .