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Project: AI Based Discourse for Banking Industry
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Customer experience journey map — AI Based Discourse for Banking Industry

Phases: Entice, Enter, Engage, Exit, Extend

Steps
- Entice: Visit the designated web page (Entering the URL for banking services); Registration (if required) (New users need to fill up the registation form)
- Enter: Login (Enter the credentials for getting to the site for getting details); Email Verfication (An email immediately sends to confirm their issue and provide details about where and what to read their guide)
- Engage: Stating the queries with chatbot; Asking the chatbot to guide each step; Using the features (Making transactions, managing cards)
- Exit: Leave the Chatbot (Coming out the chatbot after getting the solution); Customer Feedback (Give your reviews and rating)
- Extend: History (Previous trancation can be viewed); Changes Made (Notifies the operations performed); Personalized recommendations (Provide better performance based their previous transactions)

Interactions
- Entice: Mobile, iOS app, or Android app; Interaction with a chatbot
- Enter: Payment overlay within the website, iOS app, or Android app; Payment overlay within the website, iOS app, or Android app; Customer's email (software like Outlook or website like Gmail); Customer's email performs like Outlook or website like Gmail
- Engage: Save on support cost for customer and bank end; Banking made easy in website and bank side; Most common objects people interact with on chatbot service; Most common objects people interact with on tools like bikes, Expenses, food, and beverages
- Exit: Scurity and privacy; High scurity
- Extend: Better interaction

Goals & motivations
- Entice: Offering customer support, Provide information, Time bound metric
- Enter: Quick answers, Behaving like a human, Reduce customer churn
- Engage: Guide me to open a new bank account, To make transaction hassle
- Exit: Time saving, Less effort form both end, Work done
- Extend: Help me spread the word about a great or provide watch-outs and feedback for one that was not so good

Positive moments
- Enter: Good cooperation
- Engage: Good experience by using chatbot, Understanding querries, Chatbot providing solution
- Exit: Satisfaction, automating services
- Extend: Quick analization, 24/7 Availability

Negative moments
- Enter: Misused phrases, Broken Script, Login Issues
- Engage: Limited response, Poor conversation, Messege interpreting, Handle only basic Questions
- Exit: Chat crash, Impersonal Interactions
- Extend: Chatbots require Constant Maintenance, Sound too Mechanical

Areas of opportunity
- Entice: Increase Customer Engagement., Improve Lead Generation
- Enter: Provide a simpler summary to avoid information overload; Show highlights or common phrases from reviews, or chatbot style "great guide" badges?; Complete satisfaction
- Engage: How might we make our guides easily identifiable
- Extend: How might we make it clear that tipping is appreciated but not necessary?; How might we progressively disclose the full review so that each step feels more simple?; How might we totally eliminate this awkward moment?