

Date: 26 SEPTEMBER 2022

Project Title: AI based discourse for Banking Industry

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Project Design Phase-I - Solution Fit Template

Define CS, fit into CC	<div>CS</div> <div>1. CUSTOMER SEGMENT(S) Who is a customer? Customer is an 18 years old and above person.</div>	<div>AS</div> <div>5. AVAILABLE SOLUTIONS Providing support as per the policies of the bank. i.e. verification and updating the process as per the customers, providing info as per customer request</div>	<div>CC</div> <div>6. CUSTOMER CONSTRAINTS Time factor, network & server issues, limited expenditure</div>	Explore AS, differentiate
	<div>J&P</div> <div>2. JOBS-TO-BE-DONE / PROBLEMS Job/Problem to be done?<ul style="list-style-type: none">• Unable to make transactions• Data leak & account insecurities• Network & server issues from bank end</div>	<div>BE</div> <div>7. BEHAVIOUR Directly associated: Customer discusses the problem with the banker & submits all the necessary documents required in order to solve it.</div>	<div>RC</div> <div>9. PROBLEM ROOT CAUSE Problems arise mostly from the bank end (server issues/network issues) or when customer is not satisfied by the service provided from the bank (limit transactions/need to go to the bank for document verification when asked about certain queries)</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify sg TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Account insecurities Transactions problems Not getting a proper response for the requested queries 	10. YOUR SOLUTION SL <p>To give the exact solution which can solve the query efficiently (e.g. to display the bank balance or show the transactional history)</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE: Customer requests can be done online via banking application (e.g. checking bank balance, etc....)</p> <p>8.2 OFFLINE Customer needs to be in the bank for addressing his query to the banker (e.g. written complaint letter to the bank about the problem)</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>Before: Unreliability, not satisfied, confusion After: Satisfaction, loyalty, coherence</p>			