

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	07 NOVEMBER 2022
Team ID	PNT2022TMID10041
Project Name	Project - Ai Based Discourse For Banking Industry
Maximum Marks	4 Marks

Ai Based Discourse For Banking Industry

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

PROBLEM STATEMENT

To build a chatbot based on AI for banking industry using IBM Watson's assistant to implement the following functionalities:

- 1) To answer customer queries based on account creation, loan ,net banking, etc.,
- 2) To provide 24/7 customer support
- 3) To provide a secured environment for the banking transactions.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

RITHWIK VINOD

AUTOMATED NOTIFICATIONS AND REMINDERS ARE SENT TO CUSTOMERS REGARDING THEIR INTEREST PAYMENT, AND REGARDING VARIOUS INFORMATION.

IT HAS AN ASSURED SECURITY AND PROVIDES PERSONALIZED SERVICE

IT FACILITATES CONSTANT GUIDANCE TO CUSTOMERS ON CREATING BANK ACCOUNTS

TACKLING SUSPICIOUS ACTIVITIES

SABARIVASAN

HELPING TO LOCK THE ACCOUNT DURING THEFT RELATED SITUATIONS

IT SAVES USER'S TIME AND COST

IT MAINTAINS A USER FRIENDLY INTERFACE

IT IS INTEROPERABLE

AI BASED DISCOURSE FOR BANKING INDUSTRY

SONU UNNIKRISHNAN

IT IS MULTILINGUAL

IT PROVIDES QUICK RESPONSES FOR LOAN RELATED QUERIES

IT SUPPORTS VOICE ASSISTANT FEATURE

IT PROVIDES 24/7 SERVICE

SNEKA.M

IT HAS AN ASSURED SECURITY AND PROVIDES PERSONALIZED SERVICE

IT IS USED TO RETRIEVE CUSTOMER'S TRANSACTION HISTORY

IT IS TRUSTWORTHY

SEAMLESS ASSISTANCE TO BOTH - BANK EXECUTIVES AND CUSTOMERS

3 Group ideas

USING ARTIFICIAL INTELLIGENCE

If the Transaction status is "Pending / Refund" chatbot helps to guide the situation

Financial advisory to keep customer finances on track

Loan details and due status will share according to the end month date

Guide us about credit card plan and policies

USING CLOUD TECHNOLOGY

Easy to track customer details

Track Transaction History

24x365 days

Detailed information will be provided for Customer Queries

USING NEURAL NETWORK

Improved efficiency

Quicker help across the platform

Can handle multiple customer at a time

User Behavioural Analytics

USING NATURAL LANGUAGE PROCESSING

Able to guide customers with new queries and provide voice assistant feature

Secure communication

Able to handle multi-language queries

Easy to use FAQ

Step-3: Idea Prioritization

4 Prioritize

