Project Design Phase II Customer/User Journey Map

Date	08 October 2022
Team ID	PNT2022TMID00318
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check their account balance	Required Provide Anover support Support of FAQs quick answer	They can ask based also the their queries where the properties we will be a supported to the standard of the standard to the standard banking concerners an informat industry smultaneously conversations	Able to solve Berline Banking Customer Queries at Queries at Garden Banking Information with full security
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	provide intability to lost and understand response emotions	Consumers Convenient Provide prociding hate to wait Access Support	wants interest the same answer for seasons and response and any pouries available for golds discover standarding \$2 anytime 24/7	They won't to be a second or t
Touchpoint What part of the service do they interact with?	customer service	Conversational Society and multi- multi- Transactional channel	easy collect save time provide real-time instant scalability feedback and money support	Locate Response in customer and assistance preferred language
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	8	®	2	6
Backstage				
Opportunities What could we improve or introduce?	Identify leads at the right time. It can helps to deliver more interactive and engaging customer experiences	optimizing it iteratively on the basis of conversational data analytics	Analyzing passed data and making assumptions on what is right or wrong	
Process ownership Who is in the lead on this?	Admin & Customers	Customers	Customers	Customers

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