CUSTOMER JOURNEY MAP

Date	11/10/2022
Team ID	PNT2022TMTD36855
Project Name	AI based discourse for banking Industry.
Maximum Marks	4 Marks

CUSTOMER JOURNEY	1	2	3	4	5
PHASES	Personal Bankers	Security Seekers	Digital convenience	Mixed Digital Banking	Bank in my pocket
STEPS	Only use Face-to-face interactions for all banking transactions.	Use ATM for cash and balance enquiry.	Love the convenience of digital banking.	Prefer to do everything remotely.	Prefer to do everything remotely with mobiles.
FEELINGS	Customers prefer self-service, starting with search.	Customers will go to the support site or page to see if they can find the answers.	Customers value the opinion of their peers and will visit the community for real-world insight.	If the customer hasn't found the answer, they will submit a case as a last resort.	The customers case is routed and handled by the appropriate agent until resolved.
PAIN POINTS	Optimize costs.	Speed to market.	Expedite product Development.	Enhance the customer experience.	Improve employee experience future of work.
OPPERTUNITIES	Working integration with banking apps.	Easy processing.	Analytics backed personalized offers.	Knowledge gain from using the application.	Easy to learn and implement.