

AI based discourse for Banking Industry

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Bank Account Holders Generic People</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>Security of Customer Details. Whether the solutions Provided are right?</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Application is designed with the ability to solve banking queries, banking schemes info, independent of human intervention, making it more efficient than the existing bank customer services</div><div>AS</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div><div>1) Providing quick solutions and responses for Banking queries.</div><div>2) Users having trouble reaching out customer support for banking issues.</div><div>3) Guidance for banking activities like account creation , online banking services etc.</div></div><div>J&amp;P</div></div>	<div>9. PROBLEM ROOT CAUSE<div><div>1) Standing in queues to get issues resolved In person visits required more time. Customer support not available at customer's convenience Increased workload of banking employees.</div><div>2)</div></div><div>RC</div></div>	<div>7. BEHAVIOUR<div>Finding a right product that guides the users through digital banking services and provides interaction support round the clock</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>Banking customer services and support serves as a trigger to use the AI banking chatbot to provide round the clock(24*7) and personalized experience for the banking customers</div><div>TR</div></div>	<div>10. YOUR SOLUTION<div>AI chatbot designed with the ability to solve banking issues, to provide guidance to digital banking</div><div>SL</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE Online availability required to access customer info ,other required info and smoother interactions</div><div>CH</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>Before - Increased waiting time ,Lesser notifications, In person visits to banks After - Round the clock support ,Quick responses ,Virtual communication ,Customer satisfaction, Better accessibility</div><div>EM</div></div>			