

Project Design Phase -2
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID36846
Project Name	Project Smart lender-Applicant credibility prediction for loan approval
Maximum Marks	4 Marks

Customer Journey	Awareness Stage	Consideration Stage	Decision Stage
<i>To secure my informations</i>	Enable customers to securely activate new usernames and password from their smartphones by using advanced such as voice and facial recognition	Check and follow the rules	Another password set by bank side
<i>what the customer action?</i>	Identify key business drivers and take action to improve satisfaction and loyalty	Track and address individual customer feedback with closed-loop functionality	Enabling technological development
<i>Wha is the customer thinking or feeling?</i>	Financial matters re often Sensitive and very financial situation needs a tailored approach	Provided beyond just knowing customers name and offering	Agreements) to help set customer expectations right.
<i>Human - level</i>	To provide timely and to customized lending options.Create SLA level	AI/ML models can be used to access risks and make unbiased underwriting decision.	This allows for faster and more make intelligent risk assessment, without human intervention