

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Automation
that drives
efficiency and
business
improvement

Since it is AI
based project it
reduce the
number of
payable
employees

Providing
people
smoother
interface to
communicate

AI BASED DISCOURSE FOR BANKING INDUSTRY

What do they SEE?

environment
friends
what the market offers

AI chatbots
communicate with
humans in a very
natural form to
resolve their
queries in a short
period of time

Chatbots offers
financial advice
on how to
manage and
invest their
money.

It offers 24/7
support with an
instant reply
messages.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Virtual agents
provide glossy
interface even for
introvert people

Protect your
data by using
only essential
cookies

Deliver a modern
chat and
conversational help
experience that feel
as natural as
chatting with a
friend

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

AI chatbots
always needs
internet
connectivity

Detailed
informations are
not that much
understood by
AI chatbots

It is very
complicated to
plan,build,manage
and allow the
broad technology
to AI framework

GAIN

"wants" / needs
measures of success
obstacles

It increases
efficiency decreases
manual labor
,decreases time and
allows productive
chatbot technology

The chatbot
technology helps
to resolve the
queries in shorter
spawn of time

The chatbot
automatically
works on AI it
doesn't need any
external support
from Human