Project Design Phase II Customer/User Journey Map

Date	26 October 2022
Team ID	PNT2022TMID33620
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY

ourney 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 sustomer do? What for? formation do they look for? What is their context?	Check their account balance	Required instance Antower support support of FAQs quick answer	They can ank house ain their queries their queries of regarding ending of their paper of their p	Able to solve and the control of the
Needs and Pains What does the customer want o achieve or avoid? Fip: Reduce ambiguity, e.g. by using the first person narrotor.	provide inability to instant understand response emotions	Consumers Convenient Provide practive hate to wait Access support	worst insert come answer for worst to response and any quarter available for quick answer examinating at anytime 24/7	They work to be control to be
Fouchpoint What part of the service do hey interact with?	customer service	Conversational Secure and multi-serial multi-frame-closul channel	easy collect save time provide easy real-time scalability feedback and money support	Locate nearby ATM Voice customer and assistance preferred branches
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	₩	3	2	56
Backstage				
Opportunities What could we improve or ntroduce?	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 & . customens	Customers	Customers	Customers

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