

VSB Engineering College,karur-639111

Project Design phase – I

Problem Solution fit

Project name: AI Based Discourse For Banking Industry

. **Team Id :** PNT2022TMID33510

<u>1.Customer segments:-</u> It reveals specific intelligence for banks to Understand customers on a deeper level (24 hours)	<u>6.Customer constrains:-</u> Financial institutions to be future ready and stay Relevant to clients as personalizations becomes New standard	<u>5.Available solutions</u> AI chat bots ,Facial recognitions ,Banking apps and Fraud detection systems
<u>2.Jobs to be done :-</u> Using new technology like AI to protect fraudulants (24 hours available)	<u>9.Problem route cause:-</u> Expensive and accuracy depends on algorithm	<u>7.Behavior:-</u> Protect the banking sector by using new technology AI(ARTIFICIAL INTELLIGENCE).
3.Triggers:- Some of the triggers are advertisements in the television and information from experts. 4.Emotions:- It can read peoples feelings through text ,voice tone,facial exprsesions and gestures	<u>10.Solution:-</u> For detecting frauds,enhancing customer experience, More personalized services ,analyze customer credit histories	8.Channels of behavior:- With help of an various online channel many peoples can know how to use this sector to protect the banking industry

