

AI BASED DISCOURSE FOR BANKING INDUSTRY

TEAM ID: PNT2022TMID30790

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Customers of Bank</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>Misunderstood the customer's query, Seamless Internet connection Outdated software compatibility</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES & MINUSES</div><div>AS</div></div> <div>Simple banking queries can be resolved quickly. Avaliable round the dock (24/7).</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div> <div>Limited response Frequent Maintenance Misreading of queries Unsuitable for senior citizens Losing customer insights</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>Slower response from client agent Limited only on working days Takes Longer to resolve complaints Waiting in queue for assistance</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div> <div>Guiding customer create bank account Answer loan queries Answer general banking queries Answer queries regarding net banking Connecting with bank agents.</div>	
Focus on PR, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>Seeking customers' doubts, A customer needs guidance.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>This problem can be solved by using an automated solution, such as a chatbot, which can handle all simple queries. One could reduce their employees' workload by having a chatbot handle all of the simple customer requests. It understands human languages and assist them in text-based communication and is available seamlessly in all platforms.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>ONLINE Instantaneously respond to the queries, Assisting clients in clearing up their doubts. OFFLINE Following guidelines from the chatbot, Getting queries answers from chatbot.</div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div>BEFORE: Confused, Helplessness, Exhausted AFTER: Satisfaction, Motivated, Relaxed</div>			Extract online & offline CH of BE