Project Design Phase II
Customer/User Journey Map

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Team ID	PNT2022TMID44248
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	

Journey 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 customer do? What information do they look for? What is their context?	Check their account balance	Required support / Provide instance support and quick answer / Answer FAQs	They can ask their queries regarding banking industry / handle the queries of thousands of customers simultaneously / allows the user to have an informal conversations	Able to solve customer queries at faster rate / 24/7 support / Retrieve banking information with full security
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	provide instant response / inability to understand emotions	Consumers hate to wait / Convenient Access / Provide proactive support	wants instant response and quick answer / chance for misunderstanding / answer for any queries at anytime / wants to available for 24/7	They want to be able to receive notifications about all their transactions instantly / Personal Banking / Channel agnostic
Touchpoint What part of the service do they interact with?	customer service	Conversational and Transactional / Secure and multi channel	easy scalability / collect real-time feedback / save time and money / provide instant support	Locate nearby ATM and branches / Voice assistance / Response in customer preferred language
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🦉	😶	😳	🥳
Backstage				
Opportunities What could we improve or introduce?	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 & customers	Customers	Customers	Customers

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