

Project Design Phase-I

Problem –Solution Fit Template

Date	20 October 2022
Team Id	PNT2022TMID49300
Project Name	AI based discourse for banking industry
Maximum Marks	2 Marks

Problem-solution fit template:

Define CS, fit into CC Focus on J&P, tap into	1.CUSTOMER SEGMENT(S) <p>The customer is the creditor of the banker when he has some deposit in the bank.</p>	6.CUSTOMER CONSTRAINTS <p>The major factors of overarching principles of right to fair treatment, right to transparency, right to suitability, right to privacy, right to grievances and compensation.</p>	5. AVAILABLE SOLUTIONS <p>Core banking solution(CBS) is the networking of bank branches, which allows customers to manage their accounts, and use various banking facilities from any part of the world.</p>	Explore AS, differentiate Focus on J&P, tap into
	2. JOBS-TO-BE-DONE / PROBLEMS <p>Artificial intelligence is the future of banking as it brings the power of advanced data analytics to combat fraudulent transactions and improve compliance.</p>	9. PROBLEM ROOT CAUSE <p>One of the biggest customer service challenges for banks is when their service executives are not able to resolve a problem, at least, not instantly.</p>	7. BEHAVIOUR <p>A customer behavior analysis researching customer habits, identifying the steps your customer takes in their banking journey, such as social trends impact their decision making.</p>	

3. TRIGGERS <p>The banks are implementing AI for detecting frauds, enhancing customer experience, analyzing customer credit histories to predict risks associated with</p>	10. YOUR SOLUTION <p>Retail banking provides financial services to individual consumers rather than large institutions. Services offered include savings and checking accounts, personal loans, and certificates of deposit.</p>	8.CHANNELS of BEHAVIOUR 8.1 ONLINE <p>Online consumer behavior is the process of how consumers make decisions to purchase products in e-commerce.</p> 8.2 OFFLINE <p>An offline debit card does not require a PIN for use, only a signature, and can be compared to writing a check.</p>
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allotting loans,and many more.		
4. EMOTIONS: BEFORE / AFTER The relationships customers developed with bank employees,the quality of in-person customer service,and the deep-seated trust in depository institutions have all contributed to the popularity of neighborhood banks.		