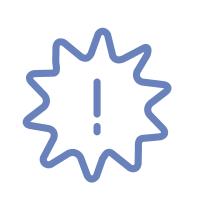
PNT2022TMID31628 - AI BASED DISCOURSE FOR BANKING INDUSTRY

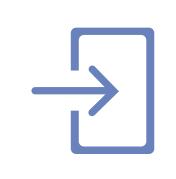
SCENARIO

Browsing, booking, attending, and rating a local city tour



Entice

How does someone initially become aware of this process?



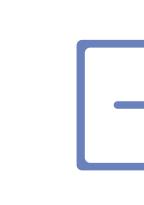
Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



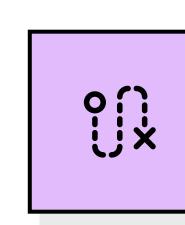
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



What does the person (or group) typically experience?

Decreases time for users to visit banks frequently

quick answers for

Customers can find using chatbots convenient and user-friendly.

The user-friendly interface of

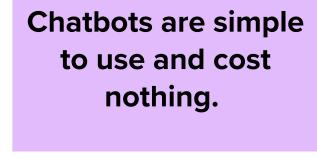
a variety of

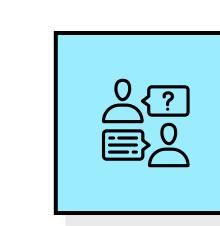
at interacting with

consumer inquirie with trustwortl information

Chatbots are conveniently available from anywhere at any time.

Chatbots impro

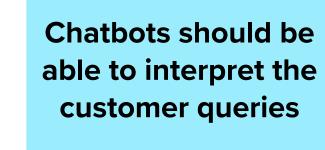




Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Clients should be able to type their effectively

Consumers have access to information immediately

Customers can communicate with chatbots in a variety of ways, and they can select those ways at their

Customers may submit requests in the languages of their choice.

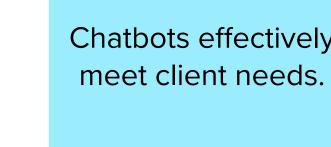
Services for voicebased banking are provided via chatbots.

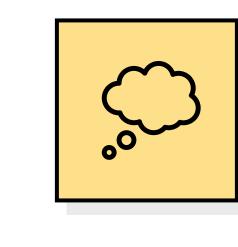
Chatbots allow for rapid responses for customers.

Chatbots can help users do jobs quickly.

Customers can use chatbots on a variety of platforms effectively.

easier to communicate with chatbots to get their questions answered.





Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Chatbots only provide important and correct information to

Chatbots should resolve customer queries at any time Customers do not have to wait for responses to their questions.

There is no need for labour or human resources.

Customer Ioan questions should be able to be answered by chatbots.

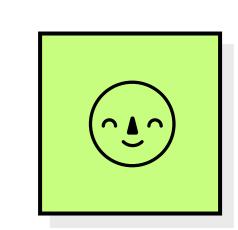
able to get help from chatbots while openin bank accounts.

Chatbots should be able to respond to clients questions about net banking.

have customized conversations with chatbots

Chatbots should respond quickly to client inquiries at all

Chatbots need to respond quickly to increase client client inquiries at all



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

free to client

Clients enjoy convenience of getting queries clarifed from domestic

Requires Internet

Because they are accessible anywhere, chatbots can reduce long lines and increase consumer satisfaction.

A certain level of

technical skills

questions right away, which makes them happier.

An increasing incidence of

misunderstandings

employing chatbot since there is no waiting time.

Customers become

The user-friendly interface of chatbots makes it simple for users to interact with them.

For specific complaints, chatbots provide links and attachments so that clients can receive clear explanations.

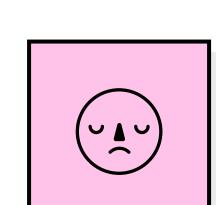
At the end, customers are chatbots.

By deploying chatbots, customers feel like their workload is lessened in the end

times.

Chatbots educate clients about banking functions, preventing them from becoming unhappy.

Customers don't have to spend a lot of time and money going to banks to get easy answers thanks to chatbots.



Negative moments What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

> **Chatbots are** available 24/7

Not as comfortable

as talking to a

human

Chatbot provides privacy

Chatbots has a interface

annoyed when many queries are asked of chatbots at once.

In certain circumstances, chatbots are not multilingual which annoys clients because they can't use it in their favourite language.

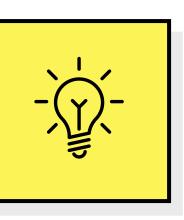
If chatbots give surprising answers, customers become

If the chatbots don't deliver accurate information,

Customers become dissatisfied towards the end if the chatbot nice relationship with them

Even when customers depend mainly on chatbots, they still need to consider other

If chatbot training is inadequate, clients will not be satisfied



Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

accurate answers

Chatbots maintains confidential conversations

Customers can freely access chatbots at their convenience

Chatbots are knowledgeable and skilled at resolving consumer issues.

Chatbots are easy to use and efficient for customers

Chatbots operate quickly enough to respond to consumer inquiries with reliable answers.

Chatbots increase client happiness

The nature of chatbots makes them portable an scalable.