IDEATION PHASE

BRAINSTORM AND IDEA PRIORITIZATION

PROJECT NAME	AI BASED DISCOURSE FOR BANKING INDUSTRY
DOMAIN NAME	BANKING AND FINANCE
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BRAINSTORM TOP 3 IDEAS

- **Idea 1: It provides instant solution regarding general banking, financial, loan queries.**

    Providing a solution instantly is one of the key reasons behind creating a chatbot. It must be able to understand and address the queries of the customer effectively and as quick as possible. It must be available 24x7 for customers to access and use.

- **Idea 2: It provides a secured environment for the banking transaction**.

    The chatbot must provide an environment in which customers conversation, banking transactions, transactions histories should be maintained safe and secure.

- **Idea 3: It facilitates constant guidance and reliable service to customers on creating bank accounts and net banking.**

    To support and provides guidance to customer on creating account and using net banking facility to make the services reliable and available 24x7 to answer all the queries.