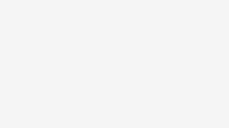


Customer experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.





Document an existing experience

SCENARIO

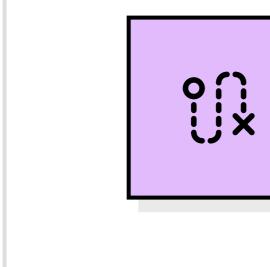
A customer interacts with

the AI CHATBOT to clarify

his queries on services

provided by the bank

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Interactions

What does the person (or group) typically experience?

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

Users become aware of chatbots through

Entice

How does someone

of this process?

initially become aware

Become familiar with the AI CHATBOT by using the guidelines provided by the bank

Quick queries addressal by getting rid of long queues

Enter

What do people

experience as they

begin the process?

Entering general information like account number before accessing account

Interact with AI Chatbot to mimic human conversation Interact with the system using

keyboard

Engage

In the core moments

in the process, what

experience, move each these

Immediate assistance

to customers

As you add steps to the

Contact service providers in case of queries

Ask questions to the

chatbot related to

their needs

eedback to service providers

Exit

What do people

typically experience

as the process finishes?

number in case of exit due to technical

Contact the helpline

Extend What happens after the experience is over?

If customers are satisfied Process automation and improved quality experience, they may of service recommend other users to make use of the service

> Speak about the features of the chatbot to their friends and family

> > Ensuring trustworthy

with the chatbot

Goals & motivations

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

Interaction with

people who are

familiar with the

product

clarify all his doubts on the features and

Interaction with bank

employees to

become well aware

of the software

Time bound support

Automated

notifications and

Use of hardware

devices/on-screen

interface to

communicate

Improvised operational efficiency of banks

Manual errors reduction

Better banking experience

on feedback provided

service for better customer satisfaction

Positive moments

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

Makes users who are new to net banking feel more secured

Compact chat

efficiency

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Some users may feel the pop up icon annoying

Default font size set will not be fine for al customers

Fear of loosing data More scripted

Failure due to technical issues which does not

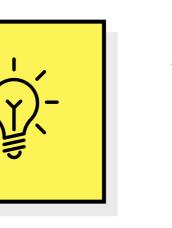
real life scenarios

May not be fully equipped to deal with

Too impersonal

Wrong guidance may cause frustration

Customers feel extremely satisfied with chatbot responses and friendly user interface



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

small without user's view page

Betterment of

Retrieval of

Addition of more user

user to choose from for better customer experience