












AI based discourse on Banking Industry

Team ID: PNT2022TMID28677

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Suggestions from bank</div> <div>Offers convenience</div> <div>Chatbots provide quick replies for queries</div> <div>Reduces time for users to visit banks</div>	<div>Convenience</div> <div>Simple UI</div> <div>Customers find it easy to use chatbots at their convenience</div> <div>Chatbots has a user friendly interface</div>	<div>Interoperable</div> <div>Trustworthy</div> <div>Intelligent</div> <div>Chatbots are compatible</div> <div>Chatbots assure secure conversation</div> <div>Interactive with customers</div>	<div>Reliability</div> <div>Accessibility</div> <div>Chatbots provide reliable information to customer queries</div> <div>Chatbots are accessible at anywhere and at anytime easily</div>	<div>Scalable</div> <div>Cost effective</div> <div>Chatbots enhance customer satisfaction</div> <div>Chatbots is easy to use with free of cost</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Ability to Type their queries Easily.</div> <div>Interpret customer Queries.</div>	<div>Chatbots provide various options for customers to interact and they may choose options at their convenience</div> <div>Customers have information at their fingertips</div>	<div>Customers can able to get the instant replies from chatbots</div> <div>Chatbots provides voice based banking services</div> <div>Customers can make queries in their preferred languages</div>	<div>Can be used in variety of platforms</div> <div>Customers can get tasks done easily by chatbots</div>	<div>Customers feel easier on interacting with chatbots to clear their queries</div> <div>chatbots satisfy customer needs</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Chatbots should resolve customer queries at any time</div> <div>Chatbots only provide relevant information to customers</div>	<div>Customer does not need to wait to get their queries answered</div> <div>Human help and workforce is not required</div>	<div>Chatbots should be able to answer loan queries of customers</div> <div>chatbot should be able to guide customers in creating account</div> <div>chatbot should be able to answer net queries.</div>	<div>Chatbots should ensure personalized conversation with customers</div> <div>Chatbots should provide quick responses for customer queries at any time</div>	<div>Customers should be able to get good guidance on banking by chatbots</div> <div>Chatbots should enhance customer satisfaction</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Customers enjoy convenience of getting queries clarified from home</div> <div>free to use</div>	<div>It addresses the customer Queries immediately Which makes them Happier.</div> <div>It can eliminate long queries as it is available anywhere which makes the customers happier.</div>	<div>Chatbot has an user Friendly interface.</div> <div>provides links and Attachments for certain Queries.</div> <div>no waiting time.</div>	<div>Customers feel secure in using chatbots at end</div> <div>Customers feel their workload gets reduced by using chatbots at end</div>	<div>Customers need not be exhausted on travelling to banks for simple queries as chatbots provides quick responses</div> <div>Chatbots make customers to learn more on banking features which avoids them being frustrated</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Not as comfortable as speaking to a human</div> <div>Requires Internet</div>	<div>Certain amount of technical knowledge and skills required</div> <div>A greater probability of misunderstandings to occur</div>	<div>Cant understand Multiple questions.</div> <div>customer feel angry in unexpected answers.</div> <div>not multilingual in in some cases.</div>	<div>Customers are mislead if the chatbots doesn't provide reliable information</div> <div>Customers become unhappy at end if chatbot doesn't provide good interaction with them</div>	<div>Customers need to look for alternate options independent on chatbot.</div> <div>Improper training leads to customer unsatisfaction.</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Chatbots are available 24/7</div> <div>Chatbots provides privacy</div>	<div>Chatbots provides accurate answers</div> <div>Chatbots has a customizable user interface</div>	<div>Chatbots maintains confidential conversations</div> <div>Chatbot are easily accessible by customers at their convenience</div> <div>Chatbots are intelligent and well trained to resolve customer queries</div>	<div>Chatbot are simple</div> <div>chatbots works fast</div>	<div>Chatbots improves customer satisfaction</div> <div>Chatbots are portable and scalable in nature</div>

