Project DesignPhase-I-SolutionFit

Project Title: AI Based Discourse For Banking Industry   **TeamID: PNT2022TMID41030**

DefineCS,fitintoCC

1. CUSTOMER SEGMENT(S) `CS`

- Discover critical data points for customer segmentation
- Profile new customers into user specific segmentation
- Real time monitoring and reallocation of segments
- Support constant learning about each customer

2. CUSTOMER CONSTRAINTS `CC`

- The value of reimagined customer engagement
- Rising customer expectation
- Disintermediation
- Increasing human-like formats

3. AVAILABLE SOLUTIONS `AS`

- Use machine learing to achieve robotic process automation
- Augment human analytical competencies by leveraging machine learning
- Use data analytics to make smart and timely decisions

ExploreAS,differentiate

FocusonJ&P,tapintoBE,understandRC

4.JOBS-TO-BE-DONE/PROBLEMS `J&P`

- High error rates
- Hard to access
- Hard to integrate with external sources

5.PROBLEM ROOT CAUSE `RC`

- Security and compliance
- Localization
- Transparency ,Explainability
- Siloed data

6. BEHAVIOUR `BE`

- Reduced costs of acquistion
- Lower costs to serve
- Lower risk

FocusonJ&P,tapintoBE,understandRC

7. TRIGGERS `TR`

- Triggers can be pieces of information which users create through their everyday actions that indicate they are either a potential customer/ prospect or otherwise
- A user transacts on a bank's ATM

8. EMOTIONS: BEFORE/AFTER `EM`

- Before: Risk for storing data
- After: Easy to manage

9. YOUR SOLUTION `SOLN`

- Establish one master version for each customer
- Predict next best action for each customer
- Profile new customer as soon as they sign up
- Achieve smarter cross sell and up sell of products

10. CHANNELS of BEHAVIOUR `CB`

1. **ONLINE**

- Blending high tech and high touch banking experience
- Security and Privacy

2. **OFFLINE**

- No Immediate response, as there is a direct interaction.
- Taking time to