Template

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.

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Document an existing experience

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.

AI BASED DISCOURSE FOR BANKINF INDUSTRY	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?
Steps — What does the person (or group) typically experience?	the increase in demand for online services, the need to have online chatbot help is high. / People around the world are warming up to the idea of using chatbots in banking. / People around the world are warming up to the idea of using chatbots in banking.	AI chatbots in banking allow customers to use banking services at the any time. / While one chatbot talks about the banking industry, it is truly vast. / Innumerable services that are offered that help for chatbot customer	Chatbot improves the self-service experience too. / A smart AI-powered chatbot can automate up to 80% of the queries / Instead of being handed over to a new agent the chatbot can give an update. / Using an chatbot in banking websites will let customers get answers to their queries instantly.	chatbot can user and share the right information in the right direction / A bank needs to get new customers to keep growing.	A bank needs to get new customers to keep growing. / chatbots help the banks offer customized and personalized strategies
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?	Chatbot is the user request to send the correct information. / Banking chatbots, by asking relative questions. / Chatbot want to be able to receive notifications about all their transactions.	With proactive communication, customers trust the bank more. / AI chatbots can inform customers with this notifications. / It is the proactive communication, customers trust the bank more.	Chatbot easy assistance across social media platforms / Chatbot allow banks to deliver informed value services. / Chatbot schedule an appointment to take things forward. / AI in banking ensures collaborative assistance across platforms	AI in banking allows the customers to get personalised suggestions anytime / Chatbot gives instant messaging apps, android apps and websites.	On the other hand, chatbots offer contextual messaging. / chatbot ,customer feels more connected with the banks.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Chatbot create the account in the information secure. / Chatbots in banking industries can help customers with issues and queries / AI chatbot allows customers to complete the entire process without waiting on the phone.	chatbots are part of the communication strategy on a round the-clock basis / Chatbot help manage customer requests in quickly. / Chatbot ensure free customer journey at every step of the way.	Bots can ensure a touch of personalization by engaging customers / Chatbot improve the average response time / customers can book orders or do transactions without any human help. / chatbots can help businesses maintain a great level of consistency	AI-powered chatbot and deliver a benefits to your customers. / Chatbots capabilities can redefine customer service in a big way.	Chatbot helps you avoid dishing out irrelevant information to customers / Chatbots can deliver consistent answers
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	chatbot to meet that goal and enhance their experience / Chatbot engage at a personal level and easy to access / Chatbots are smart device enough to analyze responses.	AI bots lead generation and ensure higher conversion rates. / chatbots for guide customers in making quick decisions. / chatbot engages the customers by giving specified recommendations	bots also reduce a amount of money / Implementing chatbots is an investment to optimize customer service costs. / With chatbots, a business can reduce costs / AI-bots can be scaled during the peak hours of business	AI chatbots act as an opportunity that eases agents / Automation with chatbots lowers the chance of human defects.	Chatbots also help easy to maintain records of customers / AI bots to automate help for typical issues
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Chatbots are not human and so obviously they cannot interact as a human with customer / Chatbot some time understand the user quires / Chatbot responses to customers and avoid losing them to competitors.	Chatbots are still a basic Artificial Intelligence technology / Chatbots also cannot maintain a natural/soothing conversation in-depth with customer's / Chatbot cannot show any emotions if needed	Chatbots can't understand the all the quires. / some chatbots are poor in processing and takes time to filter results / Different chatbots require different installation procedures / Chatbot cannot solve complicated queries	Chatbots have limited availability of data / Chatbots are sometimes poor in making decisions	Chatbots requires more efforts from user point of view. / Certain chatbots are poor in memory and do not store previous chats
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	In Handling Suspicious Activities / Chatbots for banking bring improvement in customer experience and expand their reach. / Chatbots Use Cases In Addressing Urgent Issues.	Chatbots enable users to apply for services in loans / Chat bots are programmed to send alerts to the respective customers / Chatbots for the banking market have taken up a revolutionary role	Chatbots Increased user engagement / Chatbots Better user experience through personalised interactions / AI assistants can also provide balance estimates / Chatbots Timely notifications to keep customers updated	Chatbots Real-time answers to simple queries / Chatbots for online banking services.	Banking Chatbots can also provide useful information that is related to the latest bank schemes / chatbots in banking enhance customer experience by reducing up response times