Project Design Phase-II Customer Journey Map

Date	08 October 2022	
Team ID	PNT2022TMID29414	
Project Name	Project - AI based discourse for Banking Industry	
Maximum Marks	4 Marks	

Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To sub. quarters resized to banking services	247 Quick and Clear customized accurate guidance on conversation responses new updates	Simpler user understandath on-time timely design vecabulary notifications reminders	Can give Efficiency in ratings and terms of context context manner
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person norrotor.	To get their Inability to queries understand instantly solved emotions	Security and Fundish many Petrosek Control of the C	Reduce to Sometimes to Detailed or to the walking time times the same in the bank responses answers understanding	Can achieve Fast and Meets financial precise customer's goals answers expectations
Touchpoint What part of the service do they interact with?	Chathor's message bar	Can ask Net Can seek assistance in con related queries queries account.	when charatest comparity instant issues get consoners solution to solved desired consoners solution to solved (#ACO)	Financial chebat waits the awareness convenient for them
Customer Feeling What is the customer feeling? Tip: Use the emaji app to express more emotions	₩	©	2	6
Backstage				
Opportunities What could we improve or introduce?	Multilanguage options	Introduce sentiment analysis	Familiarize voice assistance	Display new updates
Process ownership Who is in the lead on this?	User	User	User and the admin	User and the admin