Brainstorm

& idea prioritization

# Before you collaborate

### A little bit of preparation goes a long way with this session. Here’s what you need to do to get going.

#### 10 minutes

**1**

# Define your problem statement

### What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

#### 5 minutes

**2**

# Brainstorm

### Write down any ideas that come to mind that address your problem statement.

**10 minutes**

**Sathyapriya**

easily understand the queries

it has financial services

# Sivasakthi

needs to get new customers to keep growing

Coupled with a higher call volume

create better interaction with customers

provide instant service without customer delay

make sales booster

improve efficiency and reduce TAT

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

changing the way of business communicate

**TIP**

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Anandhipriya**

profit will reach $7.3

expert answer

**3**

# Group ideas

### Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

#### 20 minutes

**4**

# Prioritize

### Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

**20 minutes**

# After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

##### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

##### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

##### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Enhanced productivity of bank personnel

automate service for customers with more basic

**building stronger customer relationship**

**it doesn't make sense to staff a 27/7 customer support,this agent is live so it can cooperate with the customer and easily get**

**attached.**

video confrencing toool

customer have increased their financial service

instant process make customers happy

adopting new technology

customers are utilize AI

85% of relationship without human interation

automate simple payments

it can help customers with issue

it is stay at the pandamic situation

easy to give feedback

Round-the- clock support

its enabling some financial institutions

collect and verify datas

Timely notifications.

secure communication

true in case of voice chatbot

A good customer experience

complaints resolved quickly

Live Chatbots to Bring a Human Touch

##### Share the mural

**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

##### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

could answer the queries as live

**10 minutes** to prepare

**1 hour** to collaborate

**2-8 people** recommended

productive session.

[**Open article**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

friendliness and approachability

instant services

## Key rules of brainstorming

To run an smooth and productive session

# Sowmiya

personal banking

clear feedback

## Keep moving forward

##### Strategy blueprint

Define the components of a new idea or strategy.

##### [Open the template](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Understand customer needs, motivations, and

personalized services

assisting fraud deduction

easy KYC initiation

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

## Importance

quick information about finance & advice

If each of these

obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

easy communication

Go for volume. If possible, be visual.

solve customer queries

brand loyality

improve customer sessions

tasks could get

done without any difficulty or cost, which would have the most positive impact?

##### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

|  |  |
| --- | --- |
|  |  |
|  |  |

##### [Open the template](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

###### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

answer to queries

##### [Share template feedback](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

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## Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

**Template**

**Need some inspiration?**

See a finished version of this template to kickstart your work.

###### [Open example](https://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9)