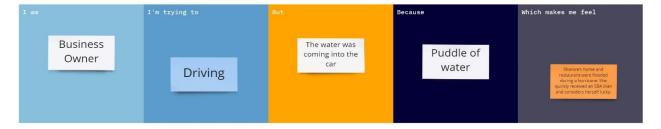
Ideation Phase Define the Problem Statements

Date	O1 September 2022
Team ID	PNT2022TMID38246
Project Name	Natural Disasters Intensity Analysis and
	Classification using Artificial Intelligence
Maximum Marks	2 Marks

Customer Problem Statement Template:

- Artificial intelligence (AI) in the context of customer service, we define as a technology-enabled system for evaluating real-time service scenarios using data collected from digital and/or physical sources in order to provide personalised recommendations, alternatives, and solutions to customers' enquiries or problems, even very complex ones.
- We examined, in a banking services context, whether consumers preferred AI or Human online customer service applications using an experimental design across three field-based experiments.
- The results show that, in the case of low-complexity tasks, consumers considered the problem-solving ability of AI to be greater than that of human customer service and were more likely to use AI while, conversely, for high-complexity tasks, they viewed human customer service as superior and were more likely to use it than AI.
- Moreover, we found that perceived problem-solving ability mediated the effects of customers' service usage intentions (i.e., their preference for AI vs. Human) with task complexity serving as a boundary condition.
- Here we discuss our research and the results and conclude by offering practical suggestions for banks seeking to reach customers and engage with them more effectively by leveraging the distinctive features of AI customer service.



Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	Public	Nearby	Storm	public	I moved into the unit in
	Housing	shelter for	was more	housing unit	under a week, which
	Resident	safety	effected	was	really
				destroyed	helped him start to feel
				during a	a sense of hope and
				hurricane	stability.
PS-2	Homeowner	a friend	Everyone	When the	I considered applying
		nearby	is fleeing	storm hit	for government
		luckily called	in panic	and the city	assistance but was not
		to warn he	but there	started to	confident that it would
			is no one.	flood	be worth the effort.