Al based discourse on Banking Industry

Team ID: PNT2022TMID27838

SCENARIO					
Browsing, booking, attending, and rating a local city tour	Entice How does someone	Enter What do people	Engage In the core moments	Exit What do people	Extend What happens after the
	initially become aware of this process?	experience as they begin the process?	in the process, what happens?	typically experience as the process finishes?	experience is over?
Steps What does the person (or group)	Suggestions Offers convenience	Convenience Simple UI	Interoperable Trustworthy Intelligent	Reliabilty Accessiblity	Scalable Cost effective
typically experience?	Chatbots provide Reduces time for	Customers find it Chatbots has a	Chatbots are Chatbots assure trained to make	Chatbots provide Chatbots are reliable accessible at	Chatbots enhance Chatbots are easy
	quick replies for users to visit customer queries banks regularly	easy to use chatbots at their convenience interface	compatible on secure interaction with platforms customers	information to anywhere and at customer queries anytime easily	customer to use with free of satisfaction cost
Interactions					
What interactions do they have at each step along the way?	Customers should be able to interpret the customer		Customers can able to get the provides voice provides voice make queries in their preferred	Customers can efficiently use get tasks done	Customers feel easier on interacting with Chatbots a
People: Who do they see or talk to?Places: Where are they?	their queries easily queries	choose options at their fingertips convenience	instant replies based banking their preferred languages	chatbots on a easily by chatbots variety of platforms	chatbots to clear satisfying their queries customer ne
Things: What digital touchpoints or physical objects would they use?					
Goals & motivations	Chatbots should resolve customer Chatbots only provide relevant and correct information	Customer does not need to wait to get Human help and	Chatbots should be Chatbots should be	Chatbots should Chatbots should	Customers should
At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	queries at any time correct information to customers	their queries workforce is not required	able to answer loan queries of customers able to guide customers in creating bank account able to guide banking queries of customers customers	ensure personalised conversation with customers provide quick responses for customer queries at any time	be able to get good guidance on banking by chatbots satisfaction
Positive moments	Customers enjoy	Chatbots addresses Chatbots can eliminate	Chatbots has an Chatbots provide Customers feel	Customers feel	Customers need not be Chatbots mak
What steps does a typical person find enjoyable, productive, fun,	convenience of getting queries Free to use clarified from home	the customer queries immediately which which makes the	user friendly interface so customers interact links,attachments for certain queries so customers get clear customers interact links,attachments for certain queries so customers get clear	Customers feel secure in using chatbots at end their workload gets reduced by using chatbots at end	exhausted on travelling to banks for simple queries as chatbots provides customers to le more on banki
motivating, delightful, or exciting?		makes them happier customers satisfied	with it easily explanation for their queries no waiting time		quick responses them being frust
Negative moments	Not as comfortable as speaking to a	Certain amount of A greater technical probability of	Chatbots can't Understand multiple Customers feel disappointed if Chatbots are not multilingual in some cases which makes customers	Customers are Customers become mislead if the unhappy at end if	Customers need to look for alternate options If chatbot trains is not
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	as speaking to a human Requires Internet	knowledge and skills required to occur	understand multiple questions at a time that makes customers angry unexpected answers unexpected answers it in their preferred language	chatbots doesn't chatbot doesn't provide provide reliable good interaction with them	despite only depending proper, custor
Areas of opportunity	Chatbots are Chatbots provides	Chatbots provides Chatbots has a	Chatbots Chatbots are easily Chatbots are	Chatbots are Chatbots works fast	Chathete impresses
How might we make each step better? What ideas do we have?	available 24/7 Chatbots provides privacy	accurate answers interface	maintains confidential conversations accessible by customers at thier convenience accessible by customers at thier convenience intelligent and well trained to resolve customer queries	simple and efficient for customer usage chatbots works fast enough to provide reliable solutions to customer queries	Chatbots improves