

Project Design using Design Thinking
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID43271
Project Name	AI Based Discourse for banking industry
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Digital banking sector can be deployed to accomplish several tasks and improve the customer experience.
2.	Idea / Solution description	1. Rising customer expectations 2. Disintermediation 3. Increasingly human like formats.
3.	Novelty / Uniqueness	Adopt a holistic, data driven approach to understanding how customers engage with the bank
4.	Social Impact / Customer Satisfaction	It set a high bar for speed safety and amicable service supported by frictionless end to end customer journeys
5.	Business Model (Revenue Model)	To estimate that these integrated networks will generate approximately 60 trillion dollars in global annual revenues by 2025
6.	Scalability of the Solution	1. Increased access and scale 2. Higher efficiencies 3. New value propositions 4. More convenience