IDEATION PHASE

PROBLEM STATEMENT

Date	20 th September 2022	
Team ID	PNT2022TMID31171	
Project Name	AI based discourse for Banking Industry	
Maximum marks	2 marks	

PROBLEM STATEMENT

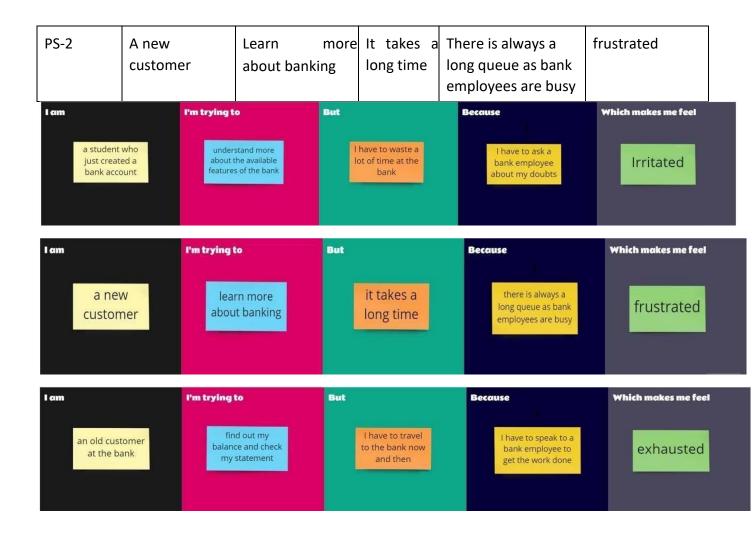
Banking is one the crucial sector, it deals with financial transactions which can be availed by everyone, but banks are not able to resolve the queries of customers at all times related to the products or services in satisfactory way in turn hinders the customer satisfaction. In order to guide the customers throughout all the financial services provided by the bank, an intelligent system has to be introduced to provide people with the best solution possible. The users are bank customers who needs 24/7 service to clear all their queries and guide them through all the banking processes. So, an enhanced and smarter way of interaction with the customers has to be built to ensure efficient delivery of service. In order to overcome the user satisfaction issues associated with banking services, chatbot will provide personal and efficient communication between the user and the bank. It is built to be the overall virtual assistant that can facilitate customers to ask banking- related questions without visiting the bank or calling up customer service centres as well as providing them with relevant suggestions.

Who does the problem affect?	A customer of the bank			
What are the boundaries of the problem?	Customers who have queries related to			
	banking or trying to use various services of			
	the bank			
What is the issue?	Customers need to visit banks frequently for			
	simple queries. Banks are not able to answer			
	huge volumes of customers queries			
	efficiently.			
When does the issue occur?	When the customer is unable to visit a bank			
Where does the issue occur?	It occurs in banking industries			
Why is it important that we fix the problem?	It addresses the queries of customers			
	immediately and effectively in a cost efficient			
	manner.			
What solution to solve this issue?	Chatbot should be able to answer any general			
	banking queries on account creation, loan, net			
	banking, other services etc. AI chatbots can			
	help the customers to complete their work			
	quickly and efficiently.			

What methodology used to solve the issue?	Artificial intelligence mimics the human brain		
	in order to make chatting with the chatbot		
	more life- like.		

Miro Customer Problem Statement Canvas:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A student who just created a bank account	Understand more about the available features of the bank	I have to waste a lot of time at the bank	I have to as a bank employee about my doubts	irritated



PS-3	An old	Find out my	I have to	I have to speak to a	exhausted
	customer at	balance and	travel to	bank employee to	
	the bank	check my	the bank	get the work done	
		statement	now and		
			then		