

Ideation Phase

Empathize & Discover

Date	10 September 2022
Team ID	PNT2022TMID35481
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	4 Marks

Empathy Map

AI Based Discourse For Banking Industry

Artificial Intelligence is a fast and growing technology which is being utilised in companies all over the world. The Banking sector is no exception. AI can help financial services firms automate processes, increase efficiency, reduce costs, and improve customer service. The rudimentary applications AI include bring smarter chat-bots for customer service, personalizing services for individuals, and even placing an AI robot for self-service at banks. Beyond these basic applications, banks can implement the technology for bringing in more efficiency to their back-office and even reduce fraud and security risks.

