

Project Design Phase-2

Customer Journey

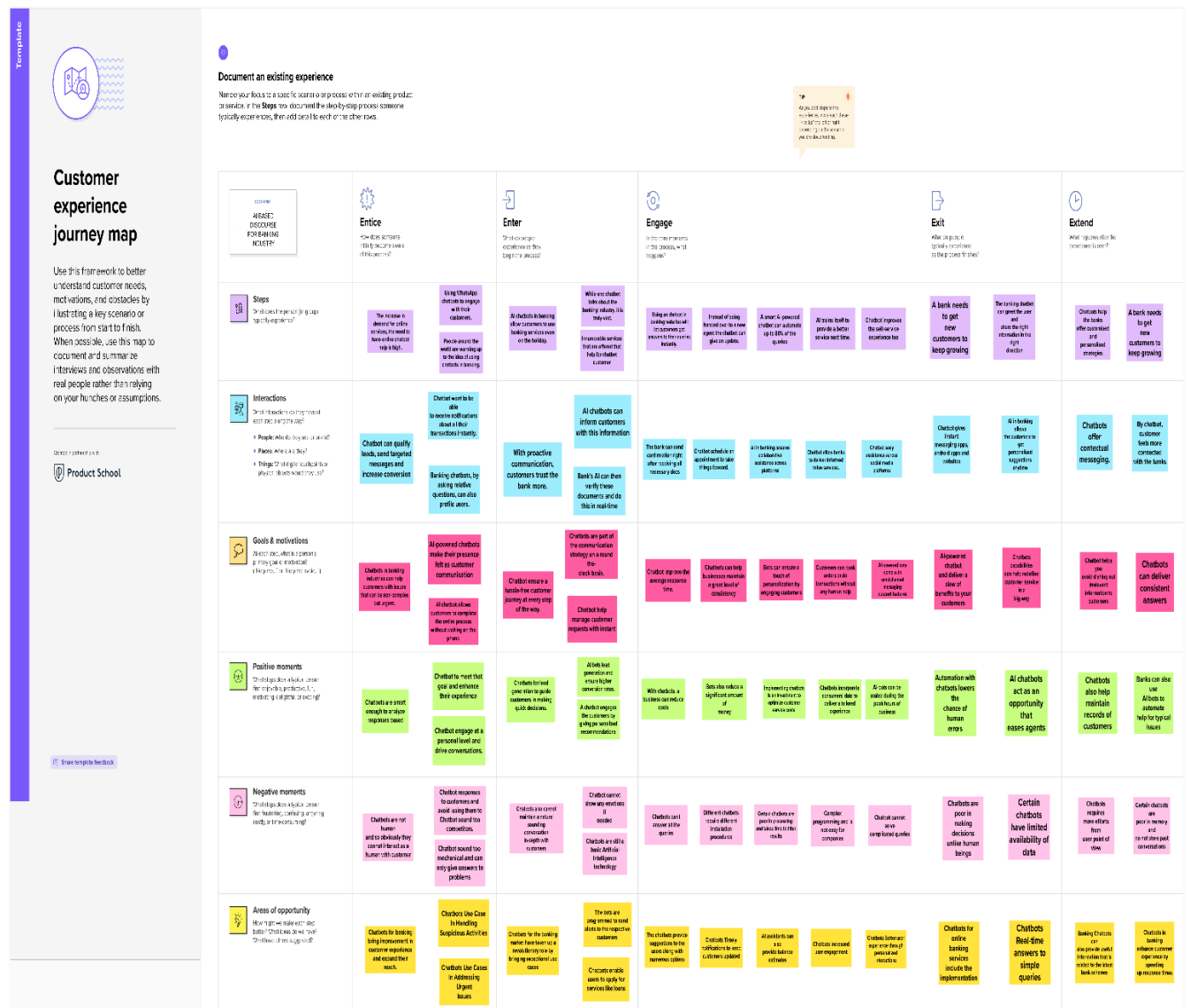
Date
Team ID
Project Name

07 October 2022
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AI BASED DISCOURSE FOR BANKING INDUSTRY

Customer Experience Journey Map:

Reference:

<https://app.mural.co/invitation/mural/aibaseddiscourseforbankingin6246/1665461242760?sender=ub94941d3882b842a3e8d2470&key=bee340d2-a53d-479f-b55f-b83980ea695c>



Step 1: Entice and Enter



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

A bank needs to get new customers to keep growing

The banking chatbot can greet the user and share the right information in the right direction

Chatbots help the banks offer customised and personalised strategies

A bank needs to get new customers to keep growing

Chatbot gives instant messaging apps, android apps and websites

AI in banking allows the customers to get personalised suggestions anytime

Chatbots offer contextual messaging.

By chatbot, customer feels more connected with the banks

AI-powered chatbot and deliver a slew of benefits to your customers

Chatbots capabilities can help redefine customer service in a big way

Chatbot helps you avoid dishing out irrelevant information to customers

Chatbots can deliver consistent answers

Automation with chatbots lowers the chance of human errors

AI chatbots act as an opportunity that eases agents

Chatbots also help maintain records of customers

Banks can also use AI bots to automate help for typical issues

Chatbots are poor in making decisions unlike human beings

Certain chatbots have limited availability of data

Chatbots requires more efforts from user point of view

Certain chatbots are poor in memory and do not store past conversations

Chatbots for online banking services include the implementation

Chatbots Real-time answers to simple queries

Banking Chatbots can also provide useful information that is related to the latest bank schemes

Chatbots in banking enhance customer experience by speeding up response times

Step 2 : Engage



Engage

In the core moments in the process, what happens?

Using an chatbot in banking websites will let customers get answers to their queries instantly.

Instead of being handed over to a new agent the chatbot can give an update.

A smart AI-powered chatbot can automate up to 80% of the queries

AI trains itself to provide a better service next time.

Chatbot improves the self-service experience too

The bank can send confirmation right after receiving all necessary docs

Chatbot schedule an appointment to take things forward.

AI in banking assures collaborative assistance across platforms

Chatbot allow banks to deliver informed value services.

Chatbot easy assistance across social media platforms

Chatbot improve the average response time.

Chatbots can help businesses maintain a great level of consistency

Bots can ensure a touch of personalization by engaging customers

Customers can book orders or do transactions without any human help

AI-powered bots come with omnichannel messaging support features

With chatbots, a business can reduce costs

Bots also reduce a significant amount of money

Implementing chatbots is an investment to optimize customer service costs.

Chatbots incorporate consumers' data to deliver a tailored experience

AI-bots can be scaled during the peak hours of business

Chatbots can't answer all the queries

Different chatbots require different installation procedures

Certain chatbots are poor in processing and takes time to filter results

Complex programming and is not easy for companies

Chatbot cannot solve complicated queries

The chatbots provide suggestions to the users along with numerous options

Chatbots Timely notifications to keep customers updated

AI assistants can also provide balance estimates

Chatbots Increased user engagement

Chatbots Better user experience through personalized interactions

Step 3 : Exit and Extend



Exit

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