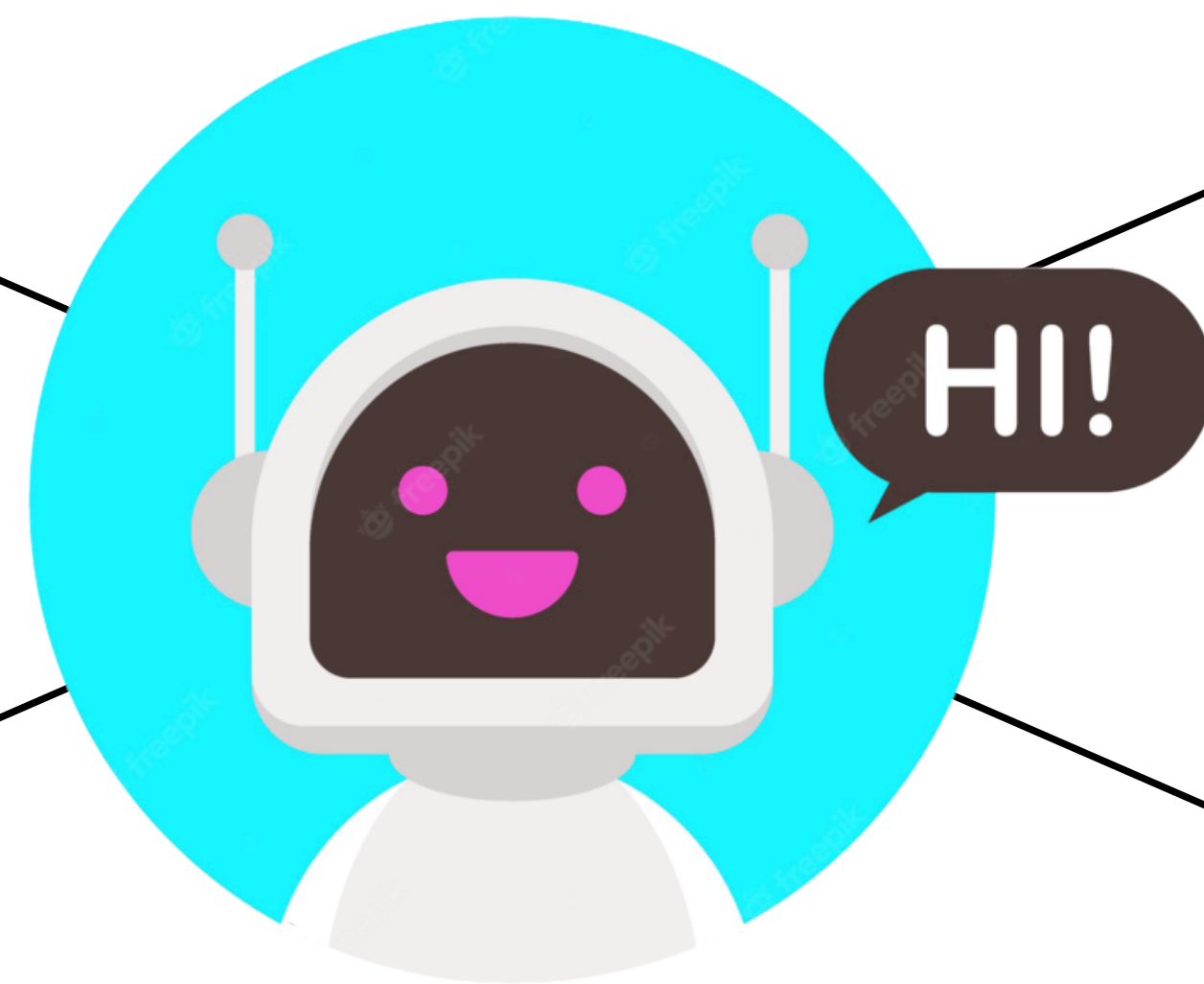


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Ease of use

immediate
feedback.

User
friendly

Better risk
mitigation

save time by
avoiding
offline visits

Reduce
stress of
waiting in
queue

Better
digital
assistant

Faster than
the offline
assistant

better
privacy

Availability
in user
convenient
device

Faster
personalized
conversation

Time
efficient

Effective
and quickly
response

New way of
communication

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Seamless Live
Communication

It is reliable

Large
Scalability
of Support

welcoming
next
generation
technology

considering
better
security

financial
advisory

PAIN

fears
frustrations
obstacles

Limited
responses

Need to be
Maintained

misreads
the
customer's
query

Unsuitable
for some
customers

Losing
customer
insights

GAIN

"wants" / needs
measures of success
obstacles

chatbots
provide
24/7 user
support

increased
productivity

Quick
response

Easy Live
chat

Automated
customer
service