

IDEATION PHASE

PROBLEM STATEMENT

| | |
|---------------|---|
| Date | 20 th September 2022 |
| Team ID | PNT2022TMID05805 |
| 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:

| | | | | |
|--|--|---|---|--|
| I am a student who just created a bank account | I'm trying to understand more about the available features of the bank | But I have to waste a lot of time at the bank | Because I have to ask a bank employee about my doubts | Which makes me feel Irritated |
| I am a new customer | I'm trying to learn more about banking | But it takes a long time | Because there is always a long queue as bank employees are busy | Which makes me feel frustrated |
| I am an old customer at the bank | I'm trying to find out my balance and check my statement | But I have to travel to the bank now and then | Because I have to speak to a bank employee to get the work done | Which makes me feel exhausted |

| 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 ask a bank employee about my doubts | irritated |
| PS-2 | A new customer | Learn more about banking | It takes a long time | There is always a long queue as bank employees are busy | frustrated |

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