Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Our customers are bankers who need an intelligent system for handling customer queries

6. CUSTOMER — CC

Customer constraints include ambiguity in information, unavailability of agents and many other 24/7 service issues

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem?

There are a lot of chatbots available presently. People have tried appointing real time customer agents but there are a lot issues

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Effectively handle financial queries Use local and natural human like conversation Ensure user interface is optimal

9. PROBLEM ROOT CAUSE — RC

The problem mainly is because that since the element of money is involved customers feel pretty unreliable using a digital agent for transactions

7. BEHAVIOUR — BE

i.e. directly related: find the right solar panel installer, calculate The customer visits their bank branch every time they have some issue or query.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

Fancy user interface and comfortable transfer and updating of information is the only trigger that we can account here

4. EMOTIONS: BEFORE / AFTER — EM

They feel scared about their account if the data is inaccurate, they might feel frustrated if their queries are unsolved After usage: They'll feel confident about the discourse system.

10. YOUR SOLUTION — SL

There are a lot of banking bots owned by banks. We can use the already available user information and design an intelligent agent for delivering a perfect discourse system

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Customers try the website of the bank and try calling the customer support people. They try raising queries if a terminal is present

Extract online & offline CH of BE