**Ideation Phase**

**Brainstorm & Idea Prioritization**

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| Date | 17 September 2022 |
| Team ID | PNT2022TMID27784 |
| Project Name | Project - AI based discourse for Banking Industry |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization :**

**1. Multilingual chat-bot:**

* While interacting with a chat-bot, customers prefer having conversations in their native language.
* However, creating a separate chat-bot for each language is neither feasible nor economical for organizations.
* A multilingual chat-bot or a polyglot bot is capable of supporting and conducting conversations in multiple languages to amplify your reach and scale your localization efforts.
* Customers generally trust brands that offer services in their native language more than the ones who don’t.
* Multilingual chat-bots speak to users in different languages, across regions and countries and accelerate your localization efforts.

**2. SMS Chat-bots:**

* SMS Chatbots are a convenient way for businesses to interact with customers, prospective customers, and employees.
* A chatbot is an artificial intelligence system that can interact with humans through natural language messages.
* It provides automated responses to customer inquiries, answers frequently asked questions, and offers recommendations for products or servicesSMS Chatbots are a convenient way for businesses to interact with customers, prospective customers, and employees.
* A chatbot is an artificial intelligence system that can interact with humans through natural language messages.
* It provides automated responses to customer inquiries, answers frequently asked questions, and offers recommendations for products or services.
* WhatsApp Chatbot helps automate your sales and customer support. Engage everyone who matters for your business on the largest messaging app.
* Website chatbot helps to automate customer support, improve marketing activities, and generate leads.  Let the chatbot solve routine & common queries

**3. Machine learning:**

* Machine learning query optimization changes this by learning from actual query performance and iterating on the suggestion it makes for which path the query should take.
* In this way, it mimics neural network patterns to learn from experience. Machine learning is an important component of the growing field of data science.
* Through the use of statistical methods, algorithms are trained to make classifications or predictions, and to uncover key insights in data mining projects.
* These insights subsequently drive decision making within applications and businesses, ideally impacting key growth metrics.
* As big data continues to expand and grow, the market demand for data scientists will increase.
* They will be required to help identify the most relevant business questions and the data to answer them.







