their customer engagements, and for good reason. 17% of non-engaged employees 76% of customers get frustrated 70% of customers expect anyone they interact with to have full say they have a good understanding when companies don't deliver personalized interactions.1 context across their journey.2 of how to meet customer needs:

Companies are investing heavily in transforming

76%

Google Cloud

while 70% of engaged employees say the same.3

Sources: 1 McKinsey & Company 2023, 2 Zendesk 2024, 3 Qualtrics 2024

Total (Global)

70%

17%

User experience improvements

lasting loyalty, and potentially contributing to customer acquisition. In fact, a recent Google Cloud report, The ROI of Gen AI, showed that 85% of organizations reporting an improved user experience have also seen increased user engagement, with 80% reporting improved user satisfaction due to gen Al.4

This shift towards customer centricity

presents a compelling opportunity for

businesses to leverage AI – especially

generative AI - to enhance their customer

journey, driving engagement, satisfaction,

Manufacturing

& Automotive

Healthcare &

Life Sciences

Retail & CPG

of 6% or more with gen Al:

90% 82% 82% 90% Source: 4 Google Cloud, 2024 By using AI to personalize interactions and tailor experiences, companies can attract new customers while nurturing existing ones, maximizing their overall growth potential. From the lens of customers and employees, let's explore the transformative potential of AI in empowering various stages of their journey.

Financial Services

Conversational Creative & content Prompt-based predictive analytics marketing insights creation assistance Creates an email campaign

everyday language

Conversational

search

On the website, Emily

searches for the return

policy and sees

summarized results

with citations

Asks questions about Creates audience segments using natural for the target segment, previous campaigns in

Google Cloud's Al solutions can support

many user journeys end to end.

Marketer

language prompts

Conversational

agent

Al helps route Emily

03

to the most suitable representative based on Emily's customer profile and query **Customer Care** Representative

> receives automated suggestions about how best to answer Emily's questions

Agent Assist

A customer agent

Access enterprise knowledge While on the phone, the agent can quickly search through vendor documents to find sustainability sourcing

02

Customer Care Representative →

Imagine a marketer who wants to craft

compelling campaigns for their upcoming

music festival. Al can help revolutionize

their approach by enabling them to:

02

Use generative AI to

This allows for highly

create personalized email

lines that resonate with

copy, headlines, and subject

specific audience segments.

quickly updates the product catalog with metadata of the latest fashion trends. enabling a personalized landing page Customer

Service Manager

highlighting new arrivals

and special offers

Catalog & content enrichment

Digital merchandiser

Digital Merchandiser

quickly understands why, and passes the coaching on to other representatives

Conversational insights

Manager sees an excellent

customer experience,

Marketer →

Digital Merchandiser →

Marketer

Use conversational marketing

insights to ask questions about

previous campaigns in everyday

This can uncover valuable insights that inform future campaigns and

03

language.

missed.

Customer Service Manager

01

Use prompt-based predictive

analytics to create audience

This allows for more targeted

campaigns that can potentially

messaging and offers to resonate

more deeply with each segment.

segments using natural

language prompts.

personalized email campaigns optimize marketing strategies. reach the right audience, Instead of sifting through complex increasing the likelihood of that highlight new arrivals and special offers. This drives higher engagement and conversions. For data tables, marketers can simply example, the marketer could use a open and click-through rates, ask questions like "What locations prompt like "past customers boosting engagement and perform the best with our highest interested in music concerts" or value (LTV) customer segments conversion. "fans who attended last year's and what current campaigns are Think of an email that starts with running with this target audience?" festival" to identify specific "Hey Emily, get ready for a groups of potential attendees. or "How did their purchase festival season you won't forget! This allows them to tailor their preferences change based on the

We've got the perfect jacket to

personalized greeting, along with

content highlighting new arrivals

Emily's past purchases, is made possible by AI-powered creative

and special offers tailored to

assistance.

make you stand out." This

Integrating Google's generative Al with WPP Open, WPP's Al-powered marketing operating system,

of its people.

Source: WPP Media Release

Marketer →

already used by more than 35,000 Customer Care Representative → Digital Merchandiser →

time of year or geographic

location?" The AI can quickly

provide answers and uncover

trends that might otherwise be

Customer Service Manager

Digital Merchandiser The digital merchandiser responsible for the online store can then use AI to optimize their merchandise strategy – maximizing profitability and driving growth. Here's how:

02

Implementing conversational

search that allows customers

return policy?" or "Where can I

to use natural language

find sustainable

citations.

queries like "What is your

merchandise?" and receive

increased customer retention,

ultimately driving bottom-line

results that justify the investment

in AI solutions. Moreover, hyper-

personalization through AI can

tailoring experiences to their

preferences, driving acquisition

alongside enhanced engagement

attract new customers by

individual needs and

and retention.

summarized answers with

Using a Conversational Agent

relevant representative based

on their profile and request.

This enables personalized self-

service, making customer service

Conversational agents built with

generative AI can help achieve

significant call deflection rates,

Key benefits include no-code

potentially leading to double-digit

increases in NPS and CSAT scores.

agent development tools, reliable

and secure infrastructure, and the

ability to integrate AI with business

rules and knowledge base data.

By integrating these Al-driven

merchandise strategy, boosting

sales, reducing costs, and driving

solutions, the company can

potentially optimize their

overall profitability.

both deterministic flows and

faster and more efficient, reducing

resolves their problems or

routes them to the most

wait times, and improving

customer experience.

that understands customers and

03

Leveraging generative AI, automatically enrich product catalogs with compelling descriptions, images, and metadata that reflect the latest music festival trends, such as popular colors, styles, and

relevant product

resonates with specific audience

demographics, enabling them to

tailor their offerings by city,

strategically targeting

location and time of year. By

merchandise based on these

insights, they can potentially drive

incremental revenue at potentially

lower CPAs. This also helps attract

new customers by showing them

products that align with their interests and the latest trends.

By using AI to tailor product

engagement and acquisition,

maximizing their overall growth

recommendations and

potential.

personalize the shopping experience, they can drive

brands.

01

This leads to dynamic and This can make the website recommendations, personalized experience more intuitive and landing pages, and a more user-friendly, potentially leading to greater customer satisfaction. engaging shopping experience. It also can lead to higher This approach helps the company conversion rates (CVRs) and understand which merchandise

Spotify is exploring large language models (LLMs) to better

understand the breadth of its

Marketer → Digital Merchandiser → **Customer Care** Representative

Source: PR Newswire (2023)

01

content library and augment the metadata used to present this content to users every day.

Customer Care Representative →

Imagine Emily, a call center agent who's

assisting customers with their order

questions. Here's how AI can support the

customer care representative:

02

internal policies.

Customer Service Manager →

Imagine Emily asking about the ethical sourcing of a questions quickly and efficiently. particular jacket. The agent can quickly access internal While interacting with customers, Emily might receive documents, vendor information, or company policies to provide a detailed and accurate response, real-time suggestions based on knowledge bases and best practices for handling similar customer demonstrating transparency and building trust. challenges, common questions about a specific This makes it possible to provide faster, more accurate, product, or relevant company policies. This and more comprehensive answers for customers, empowers Emily to respond quickly and accurately, providing accurate and detailed responses. providing a seamless and efficient experience. Moreover, Emily will get her entire interaction with customers summarized and documented for her, accelerating note taking 10X and dramatically reducing the average handle time (AHT), while allowing Emily to handle 30% more chats concurrently. This potentially increases agent efficiency, reduces resolution time, and improves customer satisfaction.

Discover integrates Google

Cloud's generative Al into the

early results have shown that

internal agent tool, Action, and

Leverage advanced LLMs within Agent Assist to

generate automated call summaries, article

that empower Emily to answer customer

suggestions, and response recommendations

Digital Merchandiser → Marketer

Source: Cision PR Newswire

agents can reduce call handle time and improve policy and procedure search time by as much as 70%.2

Customer Care Representative →

DISC VER

Customer Service Manager →

Use AI-powered knowledge search to enable agents

to search through vendor documents, contracts, or

Customer Service Manager

Now, let's consider the customer service

manager responsible for team

performance. Here's how AI can empower

customer service managers:

Solution

interaction like Emily's was positive and share these Enterprise Knowledge Solution, she can access a insights with the team. This potentially leads to centralized knowledge base containing product improved team performance, streamlined training, specifications, FAQs, and company policies all in one and a higher standard of customer service across place. This eliminates the need to search through multiple databases or contact different departments, streamlining information retrieval and improving By analyzing call transcripts, chat logs, and efficiency. operations data, these conversational insights can identify specific trends or recommend actions that By implementing an Enterprise Knowledge Solution, contribute to positive customer experiences. This customer service managers can foster information can then be shared by managers with a more informed and empowered team. This can their teams, leading to improved training, coaching, potentially lead to a superior customer experience and

Why Google Cloud Google Cloud is the new way to cloud, bringing together innovations from across Google to help organizations solve problems in boldly creative ways and reimagine

Improve operations with Conversational Insights,

to analyze customer interactions and identify key

This allows managers to quickly understand why an

and a higher standard of service across the board.

The insights can also identify patterns and trends,

team might need additional training.

such as common customer issues or areas where the

factors contributing to positive experiences.

the board.

ensuring consistent information across teams. The overall result is reduced time spent searching for information, allowing agents to respond quickly and accurately to customer inquiries.

improved operational efficiency. Agents can quickly

A unified knowledge base creates a single source of truth for all company knowledge, eliminating silos and

issues effectively, potentially leading to increased

satisfaction and loyalty.

access the information they need to resolve customer

Empower agents with the Enterprise Knowledge

Imagine Emily (a call center agent), needs to provide

information about a new product feature. With an

We've infused industry-leading Al into everything we do, integrating it across five key product lines that our customers love and rely on today: modern infrastructure, powerful developers tools, intelligent data analytics and databases, trusted security, and the world's most popular productivity suite with more than 3 billion users.

solutions to achieve the previously impossible. Google Cloud, backed by a decade of Google's AI research and development, and fueled by the expertise of Google DeepMind, is uniquely positioned to help organizations

Unlock the power of Al to transform your

a seamless and personalized journey for your

customers, driving engagement, loyalty, and

everyone.

lasting impact.

customer experience. Contact Google Cloud today to learn how their solutions can help you create Organizations also benefit from operating their business on the same reliable, costefficient, planet-scale infrastructure that powers many of Google's products used by

build transformative gen Al experiences with confidence and speed. We do this by taking advantage of Google's advances in billions. infrastructure, foundations models, and safety to help make AI accessible and useful for