



Google Cloud

Haciendo Realidad la IA Generativa en los CSC

Juan Pablo Consuegra
Country Director, Google Cloud

Google Lens

Google Maps

Bringing magic to everyday life

YouTube

Smart Compose

Magic Editor

Google Pixel





Making AI helpful for everyone

AI / The New Normal

Breast Cancer
Detection

Retinal Disease
Detection

Auto Complete

AlphaFold 3

Flood Warnings

Cyber Security

Eco-Routes



The only way to be truly
bold in the future, is to be
responsible from the start

Our AI principles



1.
Be socially beneficial



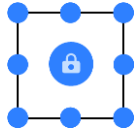
2.
Avoid creating or
reinforcing unfair bias



3.
Be built and tested
for safety



4.
Be accountable
to people



5.
Incorporate privacy
design principles

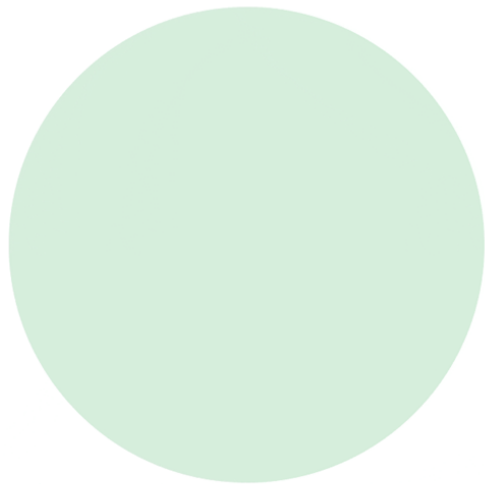


6.
Uphold high standards
of scientific excellence



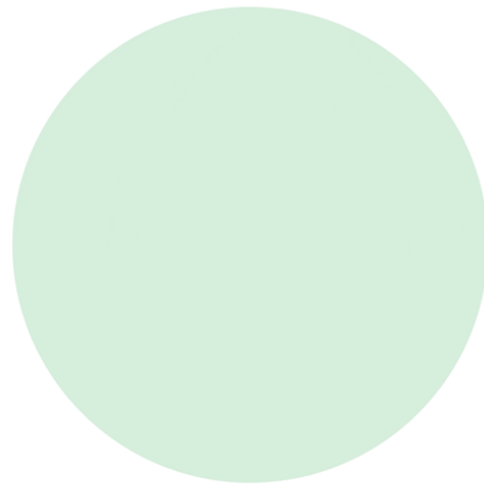
7.
Be made available
for uses that accord
with these principles

We're witnessing a convergence of forces



Landscape & environment

Economic pressure is putting more focus on growth and ROI than ever



Consumer behavior

Shifting expectations make it harder to invest with confidence

Our Approach



**AI for
Growth**



**AI for
Efficiencies**



**AI for the
Future**

Realizing significant value through AI

Complex data, intuitively accessible

Online interactions made conversational

Content generation at the click of a button

Public Website Navigation

Product / Content Catalog Discovery

Intra-Knowledge Q & A

Business Process Automation

Regulatory Compliance Assistant

Documentation Generation

Customer Service Automation

Product / Content Recommendation

Document Search & Synthesis

Creative Assistance

Research Acceleration













Developer Efficiency

Customer Engagement Opportunity

Organizations are navigating a range of challenges with their sales and service organizations

Business

Technology

 <p>Increasing Operational, Labor and Tech Costs</p>	 <p>High Agent Turnover</p>	 <p>Outdated Technology Stack</p>	 <p>Omnichannel Execution</p>
 <p>Varied agent skills leading to long AHT</p>	 <p>Timely and Costly Training</p>	 <p>Legacy Business Logic</p>	 <p>Poor delivery of AI experiences</p>
 <p>Customers Expect More, Faster, and Self-Service</p>	 <p>Lack of Customer and Agent Insights</p>	 <p>Customer Data Fragmentation</p>	 <p>Critical Infrastructure Security</p>

Market dynamics

Cloud Contact Centers Converge,
AI Expectations Rise, Loyalty Matters

01

The proliferation of Conversational Agents powered by LLMs is accelerating the contact center move to the Cloud

02

Generative capabilities have become table stakes, and RAG/Search capabilities have dramatically increased consumer expectations

03

Contact center, AI services, and CRM providers are converging

04

Increased focus on Customer Loyalty and Quality, with continued focus on Cost Reduction

AI holds enormous potential to improve the customer engagement while driving operational and cost efficiencies

Generative AI in customer service functions could increase **productivity by 30-45%**¹

Generative AI could further reduce volume of **human-served contacts by up to 50%**¹

Source: (1) McKinsey & Company 2023

Customer Engagement Gen AI activities

Personalize customer responses

Quickly retrieve documents

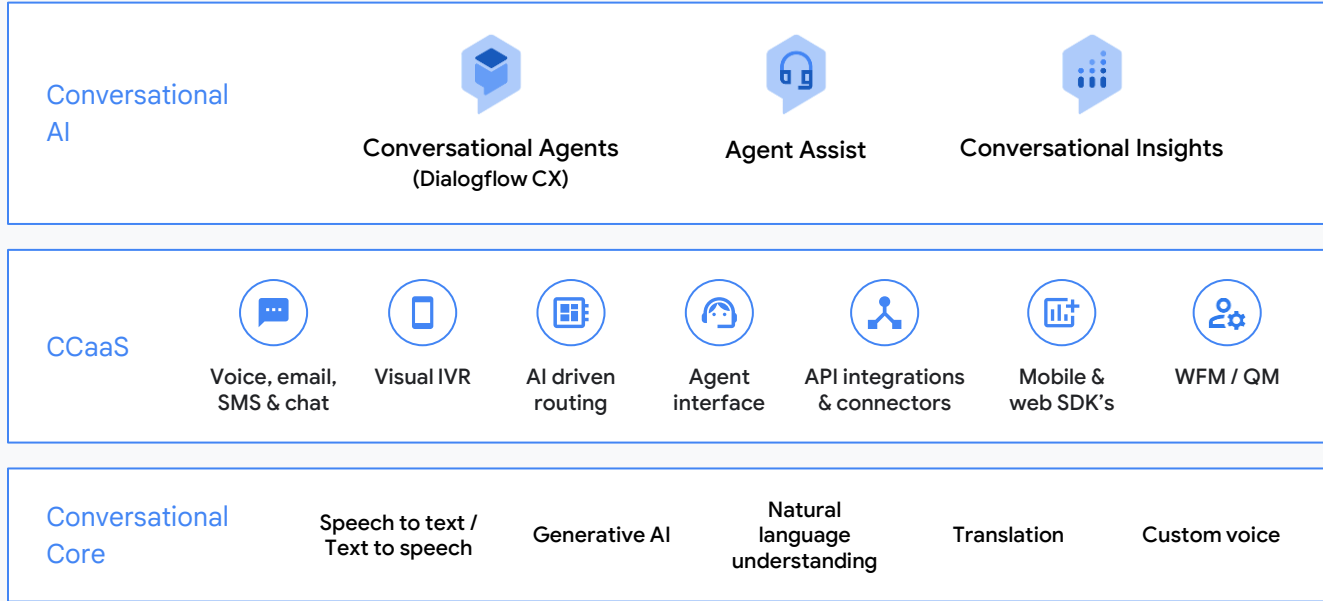
Generate consistent responses

Summarize information from a website

Identify product suggestions

Support agent training & onboarding

Customer Engagement with Google AI



Ecosystem

WFM / QM

CRM

Telephony

Connectors

Support for
3rd party
offerings

Value for your business



...customer service enhancements, powered by the Verizon collaboration with Google Cloud, offer a faster and more personalized digital experience for our customers while empowering our customer support agents to provide a higher level of service.”

Shankar Arumugavelu, global CIO and SVP, Verizon

Actionable Insights

Key Benefits

- Topic identification
- Sentiment Analysis
- Quality AI
- Agent Coaching

KPIs

- Improved customer journey mapping
- Targeted agent training
- Proactive identification of customer pain points
- Data-driven decisions

Employee Productivity

Key Benefits

- AI-Powered content recommendations
- Contextual Insights
- Automation

KPIs

- Cost saving
- Decrease AHT
- Increase automation rate
- Increased agent CSAT
- Shortened onboarding

Customer Satisfaction & Loyalty

Key Benefits

- Smart self-service 24/7
- Multi-modal & cross-channel
- Proactive

KPIs

- Increase CSAT
- Increase NPS
- Grow revenue with upsell & x-sell
- Higher retention
- Deflect and contain

Security & Reliability

Key Benefits

- Multi-region high uptime
- Compliance
- Scalable on GKE
- Bi-weekly upgrades
- Responsible AI

KPIs

- Increased uptime
- Enhanced data security and compliance
- Improved operational efficiency and cost saving

Enterprise readiness

Key Benefits

- Tailored to large enterprises and complex use cases
- Multi-lingual support
- Uniquely user friendly implementer experience

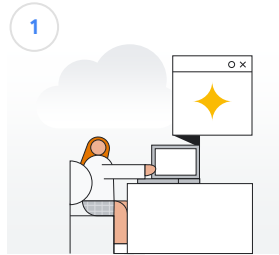
KPIs

- Accelerate time to value
- Cost saving

Our solution

Customer Engagement with Google AI streamlines the experience through the customer journey

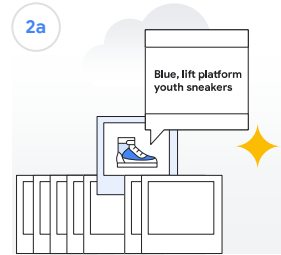
Boost Agent & Employee Productivity



Frontline Agent Experience Evolution

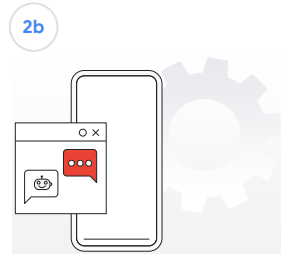
- Transcription
- Summary
- Cross-sell Upsell
- Translation

Improve Self-Service & Deflection Rates



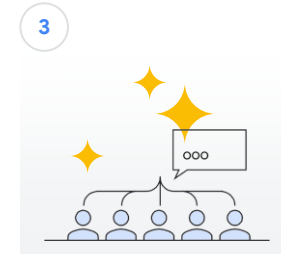
Customer Engagement Search & Discover

- Deterministic and Open ended Generative flow
- Vertex Agents , Playbooks
- Search



Virtual Assistant & Digital Concierge

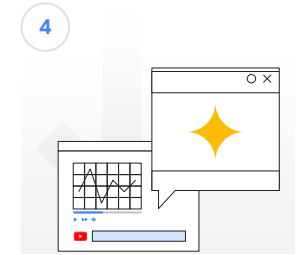
Multi-model, Omni-channel
Modernize Infrastructure



Customer Engagement Platform Modernization

- Chat, voice, SMS, Whatsapp, email
- Multi-Model
- Customer journeys

Enhance Insights & Customer Predictions



Real-Time Customer Engagement Insights

- Topic Modeling
- Sentiments
- Quality Management



Bold and responsible, together

An aerial photograph of a vast coffee plantation on rolling hills. The rows of coffee bushes are neatly planted and stretch across the landscape, creating a rhythmic pattern of green. The lighting is warm, suggesting a golden hour, with the sun low in the sky, casting long shadows and highlighting the texture of the leaves. The overall scene is peaceful and productive.

¡Muchas Gracias!

Google Cloud