



# Reimagine *customer service* with Google Cloud's Conversational AI

Elevate the customer journey with AI



Gen AI is transforming customer service by delivering an advanced assistant that enhances self-service options and augments human agents.

Insights from the Capgemini Research Institute report, *Unleashing the value of customer service: The transformative impact of Gen AI and agentic AI*, highlight how customer service will evolve with this new technology – transforming into a customer experience (CX) center operated by hybrid teams of human and AI agents.

Gen AI enables customer service reps to work alongside autonomous AI agents that are capable of handling end-to-end tasks and collaborate as multi-agent systems. As agentic AI systems scale, they will become more specialized and autonomous, while human agents focus on providing personalized customer experiences. This dual role enables organizations to deliver more efficient, personalized, and satisfying customer interactions, while improving the experiences of human agents.

Customer Engagement Suite with Google AI (CES) can boost customer satisfaction scores through multi-modality in their channels, significantly increase containment with self-service conversational agents, and cut average handle time. These are game changers for business expectations.

Since launching Contact Center AI in 2018, Google Cloud has significantly enhanced customer service capabilities within hundreds of organizations. Businesses implementing new generative AI capabilities discover they can optimize operational efficiency, boost cost saving, and enrich customer interactions, fostering loyalty and satisfaction.

### **Better customer interactions through personalization**

Personalization is crucial to building meaningful connections with customers. By leveraging customer data and intuitive insights, businesses can craft tailored experiences across various touchpoints in the customer journey. Research indicates that 85 percent of consumers use voice assistants to enhance their interactions, which supports the notion that personalized engagements are paramount.

The Google Customer Engagement Suite offers a rich array of multi-modal features that engage customers across multiple channels. With an omnichannel approach that encompasses voice, text, email, and social media, organizations can ensure customers receive consistent experiences, regardless of the medium. This comprehensive engagement, with the support and integration of a well-defined Customer Data Platform, not only immediately boosts satisfaction but also increases customer lifetime value through tailored offerings and smart interactions.

### **Goal-oriented agents deliver proactive engagement**

Organizations need to transition from traditional call centers towards intelligent digital concierges that provide customized support with a human feel. By utilizing specialized agents, businesses can tailor responses to the unique needs and queries of each customer. This hybrid model integrates context-based cues along with prescriptive actions, eliminating confusion and enhancing satisfaction.

These new customer experience capabilities, empowered by CES, can also be expanded to internal business processes using Google's Agentspace platform.

Employees can use multiple agents to pull data and act on it from once-siloed internal systems of records with the enterprise security controls applied. This would create an end-to-end agentic framework that empowers users and delivers 360-degree hyper automation.

For example, a customer queries a bank about a mortgage offering. Instead of replying with standard responses, the Google-powered virtual assistant can draw upon previous interactions with the person to create a comprehensive, personalized experience. This improves the customer experience and delivers upsell opportunities. The innovative fusion of rule-based controls with generative AI helps organizations personalize every customer interface, ensuring conversations can be nuanced and contextual.

Equipped with search engine and generative knowledge assists, representatives can access relevant information in real-time, significantly enhancing problem-solving abilities and speed to resolution.

Additionally, summarized conversation features reduce the time customer care agents spend on notetaking and reporting. With enhanced summarization capabilities, agents can concentrate on the quality of the conversation rather than the administrative burdens. Continuous improvement in the agent experience results in more satisfied employees, which directly translates into a more positive customer experience.

## Transformation success stories

Capgemini and Google are partnering in delivering customer service transformation to several leading North American companies across the telco, life sciences, and financial services sectors.

Capgemini also made significant investments to build cutting-edge capabilities in Nashville (US), Bangalore (India), and Aguascalientes (Mexico) Delivery Centers. These centers are built around a Product Oriented Delivery (POD) service model and have already delivered value to our clients.

### For one major North American telecom:

- The team delivered management of billing, payment, troubleshooting, devices, and account streams for both voice and chat. Over two years, call containment on voice has been increased by about 15 percent and by approximately 20 percent for chat.
- Hackathons showcased Gen AI features, resulting in an additional five percent containment on billing use cases.
- More than 20 generative playbook solutions are successfully running in production.

### For a second large telecom in North America:

- Capgemini is delivering a POD-based outcomes model for billing, payment, and delinquent conditions.
- We did this in a tight timeframe, ramping up 50-plus CES engineers in less than two weeks across North America and India.
- The team successfully met all key milestones, and we are now progressing to E2E integration and planning the next steps for UAT/production deployment.

### Working with a major medical organization in the US, the team delivered:

- Support for testing and frameworks with Cytecare, a leading oncology hospital in Bangalore.
- Testing of CES outcomes purposefully built for the customer.

## End-to-end solutions

Capgemini is ranked a Leader in the Forrester Wave AI Services Q2 2024 report. We deliver end-to-end solutions for contact centers. Our experts have implemented several use cases that can be adopted across industries.

**Telecom:** Our research found 36 percent of telecom executives are piloting generative AI in call center analytics. Capgemini has already worked with several large telecoms to modernize these centers using Google Customer Engagement Suite using Google AI. One is testing generative AI to transcribe calls, summarize customer interactions, and suggest follow-up actions.

**Retail and quick service restaurant (QSR):** In our concept store CornerShop, we created both a store-in-store kiosk and a virtual assistant by layering a digital human with conversational AI and cloud native headless APIs. This delivered voice ordering, in-store navigation, and information on deals and promotions.

Customers are guided by voice interactions with the digital human, and the technology includes options for a display retail media network or weekly ads.

This modular architecture, including a bot built in the middle layer, supports APIs across channels that suit the client's needs, such as opting for a digital human in a kiosk or a bot on a website.

CES is the leading tool for companies to build remarkable customer experiences, and drive retention and loyalty while delivering reduced costs. Our expertise spans multiple industries to reimagine the customer and agent experience. Contact us to learn more about implementing CES and transforming your contact centers with Capgemini.

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# About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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