

*Agentic AI is
powering
the reinvention
of true omnichannel
customer experience*

Integrate data, channels, and
process via Customer
Engagement Suite with
Google AI for seamless CX
interactions



The coveted prize in Customer Experience (CX) has for years been to create a seamless omnichannel experience for every customer interaction. Seventy-three percent of retail consumers are omnichannel shoppers, using multiple channels in their journey. On average, shoppers will use between four and six touchpoints to make a purchase.



The omnichannel experience is always the goal but the ability to deliver a seamless, integrated, and consistent customer journey across every touchpoint is extremely challenging. Bringing online, mobile applications, social media, and in-store and phone interactions into one customer journey is a difficult puzzle to solve.

Customers are not interested in understanding the technology behind omnichannel. They just want it to work. From telecommunications to financial services to life sciences to utilities to retail, customers and other stakeholders expect companies to know every interaction and understand their history no matter how they contact them.

Welcome to the CX agentic era

Agentic AI will redefine customer service. AI agents will help fulfill the promise of a true omnichannel experience with a step change in efficiency and personalization.

Agentic AI is not just responsive. Instead, it can make decisions and learn autonomously to complete end-to-end tasks. To create a true omnichannel experience, customer service needs to transform into an intelligent CX center, operated by hybrid teams of human and AI agents.

The power of multi-agent systems

	 Agents at work	 Business impact
Elevate human capital	AI agents handle routine, multi-step tasks autonomously, freeing human agents to focus on complex, emotionally resonant, and strategic interactions.	Satisfaction with agents and human engagement in high-value tasks rises, and employee attrition is reduced.
End-to-end resolutions	Agentic systems move beyond simple Q&A to orchestrate full workflows across disparate systems (e.g., CRM, ERP, knowledge base), executing tasks until the customer goal is achieved.	First contact resolution (FCR), lower operating costs, and better time-to-resolution
Trusted scalability	Building on a secure, enterprise-ready platform ensures agents are grounded in proprietary data and managed with central governance and security controls from day one.	Less compliance risk, more executive trust, and better speed-to-enterprise deployment

The value of CX experience

By leveraging the entire Google AI stack, companies can set the foundation for omnichannel. It is now more than just agents; it is an ecosystem that can truly bring together all the company information needed to respond and take the next best action to solve any customer requests in a matter of minutes, creating delight through a seamless experience.

Capgemini is a key partner in developing solutions powered by Google Gemini for Enterprise and Customer Engagement Suite (CES) to accelerate the adoption of secure, trusted agentic AI capabilities.

Capgemini’s Agentic AI for CX focuses on a future-of-service model, where a hybrid workforce of human and autonomous AI agents delivers a new level of personalized and proactive customer engagement. Our extensive experience on the CES with Google AI platform can make omnichannel real in any industry.

Developing multi-agent systems powered by Gemini, leveraging Google Cloud’s Agent-to-Agent (A2A) protocol, means Capgemini is creating custom-built AI agents to communicate and coordinate actions with other AI systems and existing infrastructure to resolve complex, multi-step customer issues.

Accelerating CX across industries

Capgemini builds CX solutions on CES to unlock tangible business value quickly in a variety of industries including life sciences, utilities, retail, and manufacturing. We are already making an impact:

 Industry	 CX focus	 Business outcomes	 Solutions
Telecommunications	Optimizing call routing and resolution, using conversational AI to improve intent understanding and increase call containment	Reduced handling time and improved first-call resolution (FCR) rates, allowing human agents to focus on high-value tasks	Customer service contact center AI agents (call center)
Retail	AI agents for hyper-personalized shopping experiences across all channels (online, in-store, mobile)	Data-driven product recommendations, promotions, and support that build loyalty and drive revenue	Connected grocer In-store assistance Store-in-a-box
Financial services	AI-powered risk assessment and fraud detection using AI agents to analyze customer transactions and identify suspicious patterns	Enhanced security, improved regulatory compliance, and proactive customer outreach	Customer service contact center AI agents



Noel Kenehan

Head of Global Partner
Engineering,
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“The real win with Google CES is that it serves two audiences at once: the business and the person on the other end of the line. We are transforming the contact center from a place that just ‘handles problems’ into a proactive partner that anticipates what a customer needs before they even ask. For the consumer, it means getting instant, personalized help without the frustration of repeating themselves. For the business, it turns a traditional cost center into a driver of loyalty and growth. When you remove the friction for both sides, everyone wins.”

Transforming CX

Capgemini and Google Cloud partner to embed AI into the core of the business, transforming technological possibilities into measurable, real-world value. We can help you integrate conversational and agentic AI into workloads to empower human workers with deeper intelligence, automation, and data-driven insights.

Capgemini and Google Cloud have created a joint Generative AI Google Cloud Center of Excellence (CoE) that provides our clients with the ability to turn strategy into action at scale across the enterprise.

- Resonance AI is our end-to-end Gen AI Transformation Framework that helps envision AI's potential, embedding it into the foundation of operations, and enabling human-AI chemistry. Designed to allow effective interaction between people and intelligent systems, the framework addresses the trust, understanding, and collaboration needed for human and AI agents to build reliability over time, ensuring that hybrid teams thrive so businesses get the most out of the agentic platform. This includes rapid development prototyping to discover the eligibility of use cases for agentic transformation, blueprint design, build and deploy phases.
- This is supported by a suite of data foundation offerings that access and exploit data which was potentially fragmented and siloed up to now.
- RAISE 2.0 is a comprehensive set of generative AI accelerators that brings together guardrails, data sovereignty scenarios, industry templates, and observability.
- The RAISE gallery brings 260-plus agents that together form multi-agent systems which address dozens of pre-documented business processes. These can also be found on Google marketplace, which provides cost-effective, secure access to verified tools and agents to accelerate time-to-value.
- Talent upskilling options include clients' dedicated enablement programs that expand the AI skills of Capgemini's massive Google Cloud community to implement Gemini-powered solutions globally.



Create a true omnichannel experience

Ultimately, by leveraging Google CES and Gemini for Enterprise alongside Capgemini experience and assets, we can help reach true business outcomes-based models through:

- 1 Elevating CX to a strategic value driver by shifting it from a reactive cost center to a source of proactive customer engagement and revenue generation
- 2 Driving agent productivity to boost customer satisfaction scores, significantly increase self-service containment, and drastically cut average handle time (AHT) using Agent Assist
- 3 Ensuring enterprise readiness by deploying secure, trusted, and compliant-agent AI solutions that are fully interoperable with the client's existing complex IT and regulatory environment
- 4 Integrating with current companies' legacy IVR platforms via SIP trunking or native integration when available
- 5 Establishing trust and control through a governed platform that guarantees security and compliance from the start.



Make it real.

AI and cutting-edge technologies are driving a new age of intelligence. The tools for creating a true omnichannel experience are here. Connecting all areas of the enterprise means a cohesive customer experience no matter how they connect. With AI, technology, and people collaborating, there are endless CX opportunities to drive real business value.

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About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organisations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

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