

Customer Engagement Suite (CES) with Google AI Architecture



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Modules



- 81 Customer Engagement Suite (CES)-resource management
- 82 Planning for Conversational Agents
- 83 Planning for Agent Assist
- 84 Planning for Conversational Insights
- 85 Customer Engagement Suite (CES)-deployment and operations
- 86 Security and compliance



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Customer Engagement
Suite (CES) resource
management



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Objectives

- 01 Identify operational environments, resourcing, and access considerations needed to implement CED solutions.
- 02 Review the integrations that enhance CED solutions.
- 03 Explore how CED works with Vertex AI.
- 04 Identify the advantages of leveraging Customer Engagement Suite, to take full advantage of Google Cloud resources.



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Topics

01	Architecture
02	Operational environments
03	Access control
04	Google Cloud and third-party integrations
05	The Vertex AI ecosystem
06	Customer Engagement Suite integrations



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Architecture

Operational environments

Access control

Google Cloud and third-party integrations

The Vertex AI ecosystem

Customer Engagement Suite integrations





Architecture

Architecture: CES resource organization (1 of 6)

What solutions are in scope for your CES implementation?

Consider CES if you want to connect customers with Conversational Agents or human agents, and if you want to modernize your contact center.



Architecture: CES resource organization (1 of 6)

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Architecture: CES resource organization (2 of 6)

What solutions are in scope for your CES implementation?

Consider Agent Assist if you require assistive technologies to help staff resolve customer needs more efficiently.



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Architecture: CES resource organization (3 of 6)

What solutions are in scope for your CES implementation?

Implement a Conversational Agent to scale up your self-serve ability and improve customer satisfaction in your call-center.



Architecture: CES resource organization (3 of 6)

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Architecture: CES resource organization (4 of 6)

What solutions are in scope for your CES implementation?

Use CDDs to derive insights, or KPIs, that can assist with deep analysis on customer interactions.



Architecture: CES resource organization (4 of 6)

What solutions are in scope for your CES implementation?

Use CEM to derive insights, or KPIs, that can assist with deep analysis on customer interactions.



Architecture: CES resource organization (4 of 6)

What solutions are in scope for your CES implementation?

Use CDOs to derive insights, or KPIs, that can assist with deep analysis on customer interactions.



Architecture: CES resource organization (5 of 6)

What solutions are in scope for your CES implementation?

Your answers will determine:

- The resources you will need
- The infrastructure to support availability and resiliency



Architecture: CES resource organization (5 of 6)

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Architecture: CES resource organization (6 of 6)

How will you interconnect your CES technologies?

- What resources are needed to support your operational environments?
- How will your CES technologies be interconnected?
- How will you capture data from your CES solution to measure operational success?



Architecture: CES resource organization (6 of 6)

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How different CES solutions can come together

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