

# Customer Engagement Suite (CES) go-to-market strategy



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## In this module, you learn about ...

01 Customer Service Modernization Solution

02 Value proposition of service packages



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01

Customer Service Modernization Solution

02

Value proposition of service packages



# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service  
search and discover**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



**Virtual assistant and  
digital journey**

Deliver a superior, hyper-fit customer experience in chat and voice (Conversational Agents).

Modernize cloud and  
core infrastructure



**Customer service  
platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent  
experience analysis**

Empower the support workforce with access to fast, proactive insights into productivity, quality, and process trends.

Enhance insights and  
customer preferences



**Real-time customer  
service insights**

Advanced-time customer intelligence for next, best experience across touchpoints.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



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search and discovery**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



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Deliver a superior, hyper-personalized experience in chat and voice (Conversational Agents).

Modernize cloud and  
core infrastructure



**Customer service  
platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent  
experience analysis**

Empower the support workforce with access to fast, proactive insights into customer search.

Enhance insights and  
customer predictions



**Real-time customer  
service insights**

Advanced-time customer intelligence for search, experience, and insights.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



**Virtual assistant and digital journey**

Deliver a superior, human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Enable the CloudFirst Data Foundation and Center-powered Conversational agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience resolution**

Expedite the current resolution with access to fast, proactive-integrated data providing insight.

Enhance insights and customer preferences



**Real-time customer journey insights**

Enhanced-time customer intelligence for search, experience, and insights.



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Improve self-service and deflection rates



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**Expediting agent experience resolution**

Expediting the current resolution with access to fast, proactive-integrated data providing insight.

Enhance insights and customer preferences



**Real-time customer journey insights**

Enhanced-time customer intelligence for search, engagement, social, insights.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



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Modernize cloud and core infrastructure



**Customer service platform modernization**

Enable the CloudFirst Data Foundation and Center-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience resolution**

Expediting the current resolution will reduce the fast, proactive integration data processing search.

Enhance insights and customer preferences



**Real-time customer journey insights**

Enhanced-time customer intelligence for search, experience search, insights.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



**Virtual assistant and digital journey**

Deliver a superior, human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience resolution**

Expediting the current resolution will ensure to fast, proactive integration data processing search.

Enhance insights and customer preferences



**Real-time customer service insights**

Enhanced time customer intelligence for search, experience search, insights.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service  
search and discover**

Boost productivity and customer responsiveness with fast, proactive search to anticipate and predict calls.



**Virtual assistant and  
digital channels**

Deliver a superior, human-like customer experience in chat and voice/Conversational agents.

Modernize cloud and core infrastructure



**Customer service  
platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered Conversational agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent  
experience resolution**

Expedite the current resolution with access to fast, proactive-integrated data providing insight.

Enhance insights and customer preferences



**Real-time customer  
service insights**

Enhanced-time customer intelligence for work, experience, and insights.

# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, intelligent search to anticipate and predict calls.



**Virtual assistant and digital journey**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize chat and voice infrastructure



**Customer service platform modernization**

Explore the CloudFirst Data Foundation and Cloud-powered/Cloud-native agents required to replace legacy CRM.

Boost agent productivity



**Expansive agent experience evolution**

Evolve the current workforce with access to fast, predictive-intelligence data processing through

Enhance insights and customer predictions



**Real-time customer journey insights**

Enhanced-time customer intelligence for predictive insights across touchpoints.

# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, intelligent search to anticipate and predict calls.



**Virtual assistant and digital journey**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize chat and voice infrastructure



**Customer service platform modernization**

Explore the CloudFirst Data Foundation and Cloud-powered/Cloud-native agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience resolution**

Empower the contact center workforce with access to fast, intelligent enterprise data, providing instant,

Enhance insights and customer predictions



**Real-time customer journey insights**

Enhanced-time customer intelligence for predictive insights across touchpoints.

# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, intelligent search to anticipate and predict intent.



**Virtual assistant and digital concierge**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Explore the CloudFirst Data Foundation and Cloud-powered Computational Agents required to replace legacy CRM.

Boost agent productivity



**Expanding agent experience evolution**

Empower the support workforce with access to fast, predictive-integrated data, providing better, personalized service.

Enhance insights and customer predictions



**Real-time customer service insights**

Enhanced-time customer intelligence for work, to anticipate better outcomes.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service search and discovery**

Boost productivity and customer responsiveness with fast, personalized search to anticipate and predict intent.



**Virtual assistant and digital concierge**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered Conversational agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience resolution**

Expediting the agent assistance will ensure to fast, personalized customer data, providing insight.

Enhance insights and customer preferences



**Real-time customer service insights**

Enhanced-time customer intelligence to provide important action insights.



# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, personalized search to anticipate and predict intent.



**Virtual assistant and digital concierge**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Deploy the CloudFirst Data Foundation and Cloud-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expanding agent experience analytics**

Equip with the desired assistance, will expand to fast, personalized, integrated data, providing insight.

Enhance insights and customer preferences



**Real-time customer journey insights**

Enhanced time customer intelligence to predict, influence, and optimize.

# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, profitable, self-service to anticipate and predict calls.



**Virtual assistant and digital concierge**

Deliver a superior human-like customer experience to chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Deploy the CloudFirst Data Foundation and Cloud-powered/Compositional agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent experience analysis**

Equip with the latest solutions with access to fast, profitable, enterprise data, providing search.

Enhance insights and customer preferences



**Real-time customer service insights**

Advanced-time customer intelligence to search, anticipate, detect, insights.

# Customer Service Modernization AI Solution

Improve self service and deflection rates



**Customer service search and discover**

Boost productivity and customer responsiveness with fast, intelligent search to anticipate and predict intent.



**Virtual assistants and digital concierge**

Deliver a superior human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and core infrastructure



**Customer service platform modernization**

Deploy the CloudFirst Data Foundation and Cloud-powered Conversational Agents required to replace legacy CRM.

Boost agent productivity



**Expanding agent experience analytics**

Expand the current customer self-service to fast, predictive, intelligent data processing search.

Enhance insights and customer predictions



**Real-time customer service insights**

Advanced-time customer intelligence for search, intelligent search, insights.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service  
search and discovery**

Boost productivity and customer responsiveness with fast, personalized service to anticipate and predict calls.



**Virtual assistant and  
digital concierge**

Deliver a superior, human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and  
core infrastructure



**Customer service  
platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered (Conversational) agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent  
experience evolution**

Empower the support workforce with access to fast, personalized insights, data, productivity, search.

Enhance insights and  
customer predictions



**Real-time customer  
service insights**

Enhanced-time customer intelligence for search, engagement, service, feedback.

# Customer Service Modernization AI Solution

Improve self-service and deflection rates



**Customer service  
portal and chatbot**

Boost productivity and customer responsiveness with fast, self-service access to information and product data.



**Virtual assistant and  
digital concierge**

Deliver a superior, human-like customer experience in chat and voice (Conversational Agents).

Modernize cloud and  
core infrastructure



**Customer service  
platform modernization**

Enable the CloudFirst Data Foundation and Cloud-powered (Conversational) agents required to replace legacy CRM.

Boost agent productivity



**Expediting agent  
experience evolution**

Equip agents the required resources with access to fast, personalized, enterprise data, providing timely,

Enhance insights and  
customer predictions



**Real-time customer  
journey insights**

Enhanced-time customer intelligence for timely, informed service touchpoints.

# Service Modernization AI Solution

Self-Definition view

Modernized and  
rearchitected

Boost agent productivity

Enhance insights and  
customer predictions



**Virtual assistant and  
digital experience**

Deliver experiences,  
support the customer  
experience and lead  
time Conversational  
Agents.



**Customer service  
platform implementation**

Deploy the Cloud and Data  
Foundation and Data-  
powered Conversational  
Agents required to replace  
legacy IVR.



**Powerline agent  
experience optimization**

Provide in-the-moment  
assistance, with access to  
real and usable contextual  
data, powered by search,  
AI/ML.



**Real-time customer  
service insights**

Deliver real-time customer  
intelligence to enable  
operational insights  
from Agents.

## Google Cloud Customer 360



# Google Cloud Consulting service packages for Customer Service Modernization

	Customer service search and discovery	Virtual assistant and digital journeys	Customer service platform modernization	Frontline agent experience modernization	Real-time customer service insights
2025 Offerings	<p>1. Search and discovery</p>	<p>1. Multi-channel contact with Generative AI</p>	<p>1. Generative AI insights</p> <p>2. AI-powered insights and recommendations</p>	<p>1. Generative AI insights</p> <p>2. AI-powered insights and recommendations</p>	<p>1. Generative AI insights</p>

Each offering, or service package, comes with an internal-only page, a qualification/booking questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.

# Google Cloud Consulting service packages for Customer Service Modernization

	Customer service search and discovery	Virtual assistant and digital journeys	Customer service platform modernization	Frontline agent experience modernization	Real-time customer service insights
2025 Offerings	<p>Unified search and recommendations</p>	<p>AI Business Assistant with Generative AI</p>	<p>AI Conversation Insights</p>	<p>AI agent experience modernization</p> <p>AI agent workflow and automation</p>	<p>AI Conversation Insights</p>
			<p>IL&amp;A modernization with L&amp;A</p>		

Each offering, or service package, comes with an internal pre-page, a qualification/teasing questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.



# Google Cloud Consulting service packages for Customer Service Modernization

	Customer service search and discovery	Virtual assistant and digital journeys	Customer service platform modernization	Frontline agent experience modernization	Real-time customer service insights
2025 Offerings	<p>1. Search and discovery</p>	<p>1. Multi-channel contact with Generative AI</p>	<p>1. Generative insights</p> <p>2. AI-powered insights</p> <p>3. AI-powered insights</p>	<p>1. Generative insights</p> <p>2. AI-powered insights</p>	<p>1. Generative insights</p>

Each offering, or service package, comes with an internal pre-page, a qualification/engagement questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.

# Google Cloud Consulting service packages for Customer Service Modernization

	Customer service search and discovery	Virtual assistant and digital coverage	Customer service platform modernization	Providing agent experience insights	Real-time customer service insights
2025 Offerings	Unified search and discovery	AI-powered search with Generative AI	AI Conversational Insights B2C transformation with LLM	Customer agent performance insights AI-powered insights and recommendations	AI Conversational Insights

Each offering, or service package, comes with an internal pre-page, a qualification survey questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.

# Google Cloud Consulting service packages for Customer Service Modernization



Each offering, or service package, comes with an internal one pager, a qualification/engagement questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally shareable.

# Google Cloud Consulting service packages for Customer Service Modernization



Each offering, or service package, comes with an internal use page, a qualification survey questionnaire, a standard form, a pitch deck, and a customer case sheet. The list is not exhaustive.

# Google Cloud Consulting service packages for Customer Service Modernization

		Customer service platform modernization		Real-time customer service insights
GCP Offerings		AI Business Process Automation		AI Conversation Insights
		AI Conversation Insights		
		AI CX transformation with LLM		

Each offering, or service package, comes with an internal pre-page, a qualification/engagement questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.

# Google Cloud Consulting service packages for Customer Service Modernization



Each offering, or service package, comes with an internal use page, a qualification/engagement questionnaire, a standard form, a pitch deck, and a customer case sheet. The last 3 are externally sharable.

Google Cloud