

# Real World GenAI uses cases from the World's Leading Organizations



**Deloitte.**



**Uber**

**intuit**



**KINAXIS®**



**Goldman  
Sachs**

**accenture**

**Upwork**



**Capgemini**

**agoda**  
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## Microsoft

Built GenAI into Copilot (in Windows and Office) to help employees write content, summarize documents, and automate tasks.

Uses it to accelerate software design, data analysis and prototype generation.

## Salesforce

Launched Einstein GPT, which pulls in customer data to generate personalized CRM content (emails, answers, predictions) for sales and support teams.

## Adobe

Added GenAI tools to Photoshop and Acrobat to generate and edit images and summarize long documents with natural language.

## Amazon

Uses GenAI to summarize product reviews, assist sellers in crafting listings, and enhance voice assistants like Alexa.

## Wayfair

Offers tools that let customers upload a photo of their space and AI generate design variations with real product visuals.

## Goldman Sachs

Deploys AI agents powered by Anthropic's models to handle complex process-intensive tasks in banking operations.

## MercedesBenz

MercedesBenz builds cars with Google AI that can talk to their drivers. They are using Gemini via VertexAI to power their MBUX Virtual Assistant, which enables natural conversations and provides personalized answers to drivers for things like navigation and points of interest.

## Toyota

Toyota implemented an AI platform using Google Cloud's AI infrastructure to enable factory workers to develop and deploy machine learning models. This led to a reduction of over 10,000 man-hours per year and increased efficiency and productivity.

## Uber

Uber is using AI agents to help employees be more productive, save time, and be even more effective at work. For customer service representatives, the company launched new tools that summarize communications with users and can even surface context from previous interactions, so front-line staff can be more helpful and effective.

Uber also uses Google Workspace with Gemini to save time on repetitive tasks, free up developers for higher-value work, reduce their agency spending, and to enhance employee retention.

## Kinaxis

Kinaxis is building data-driven supply chain solutions to address logistics use cases including scenario modeling, planning, operations management, and automation.

## Accenture

Accenture is transforming customer support at a major retailer by offering convenient self-service options through virtual assistants, enhancing the overall customer experience.

## Capgemini

Capgemini is using Google Cloud to build AI agents that help optimize the ecommerce experience by helping retailers accept customer orders through new revenue channels and accelerate the order-to-cash process for digital stores.

## Deloitte

Deloitte offers a “Care Finder” agent, built with Google Cloud, as part of its Agent Fleet. The agent helps care seekers find in-network providers often in less than a minute significantly faster than the average call time of five to eight minutes.

## Intuit

Intuit, the makers of TurboTax, integrated Google Cloud’s visual recognition platform, Doc AI, and Gemini models into Intuit’s proprietary GenOS. This will expand the capabilities of Intuit’s “done-for-you” autofill of tax returns across the ten most common U.S. tax forms (variations of the 1099 and 1040 forms), helping users save time and boosting accuracy.

## Cognizant

Cognizant used Vertex AI and Gemini built an AI agent to help legal teams draft contracts, assign risk scores and make recommendations for ways to optimize operational impact.

## KPMG

KPMG is building Google AI into their newly formed KPMG Law firm, as well as driving AI transformation within the banking industry, and the company is also implementing Agentspace to enhance its own workplace operations.

## Upwork

Upwork, the world's human and AI-powered work marketplace, connects businesses with independent professionals. By leveraging Vertex AI Text to Speech API, Upwork delivers faster, more accurate talent matching and hiring efficiency for clients and freelancers.