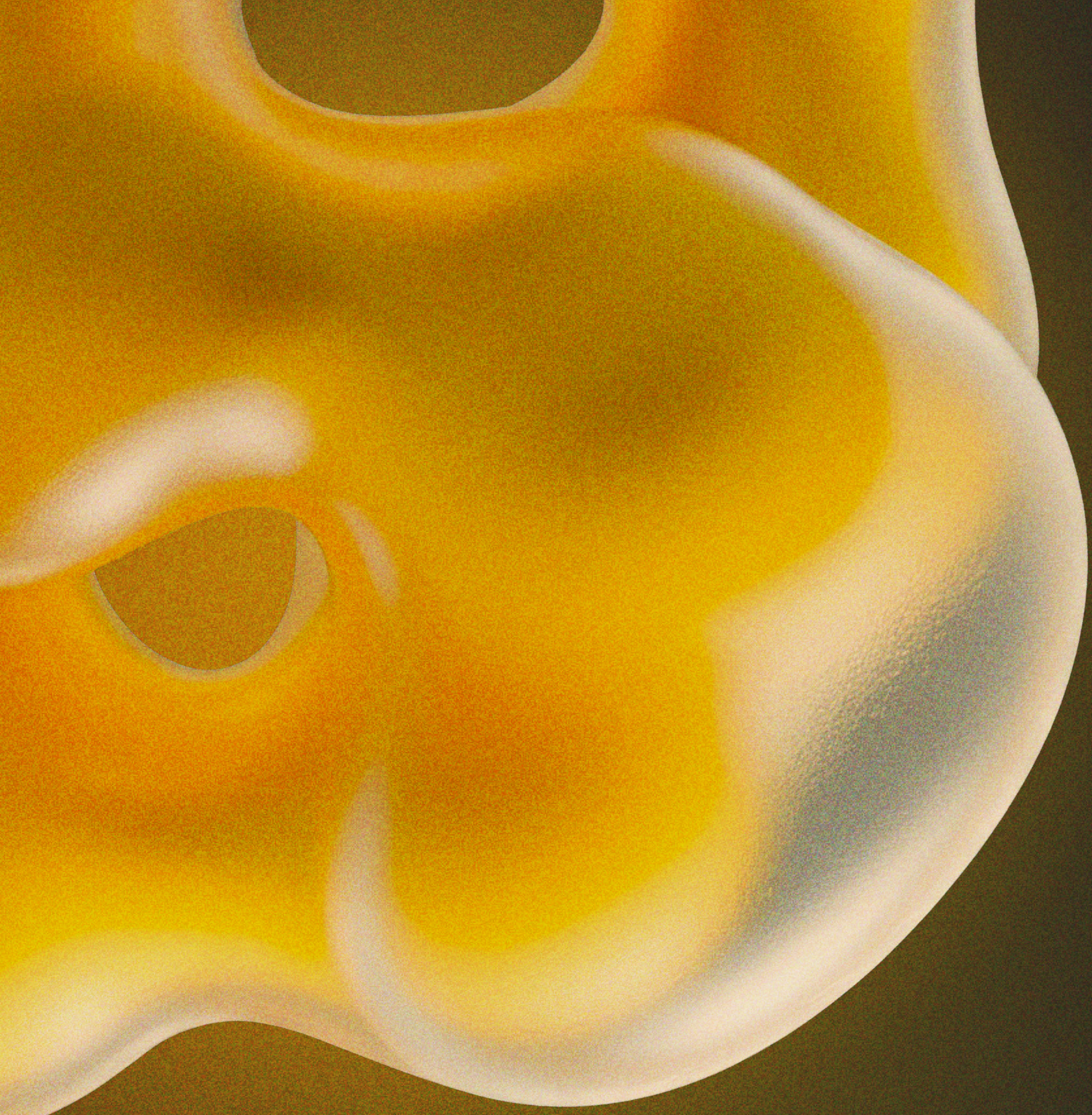Google Cloud

AI Trends 2025

Customer Experience

AI has catalyzed a wave of rapid innovation—and the pace shows no sign of slowing. Its evolving capabilities will continue to drive a radical transformation in how organizations operate, compete, and innovate in 2025.

To map its impact, Google Cloud analyzed data to identify the top five AI trends reshaping business. Here, we dive into one of the trends and explore what it means for different industries.

AI-powered customer experience: So seamless, it's almost invisible

Today's real-time conversational insights and speech-based customer support features are a stepping stone, not the final destination of AI-powered CX.

This will be reached when companies can combine customer engagement applications and enterprise search to provide customers with precisely what they want: experiences so seamless, personalized, and efficient that issues are resolved without a customer even noticing they have interacted with a company's customer service or support technology.

" Gen AI will continue to transform the customer experience by offering hyper-personalized recommendations, products, and support based on individual customer profiles."

Zac Maufe, Managing Director, Regulated Industries, Google Cloud

Financial services

Discover Financial uses Google Cloud's gen AI to empower its 10,000 contact center agents with AI-driven capabilities, leading to faster resolution times and better customer experience.

Read more

"We expect retailers will expand their gen AI experiments to create more personalized interactions and omnichannel support, such as personal AI stylists, visual representations of the suggested looks, and using gen AI to generate images or videos to help troubleshoot and cross-sell'."

Carrie Tharp, VP,
Global Solutions & Industries,
Google Cloud

Retail and CPG

Klook, Asia's leading platform for experiences and travel services, is building organization-wide AI capabilities that will personalize and optimize experiences for customers, partners, and employees, including developers who are using Gemini Code Assist to support testing and generating code for the Klook platform. **Learn more**

NotCo, a Chilean food technology company known for its plant-based alternatives to animal products, created an AI chatbot available 24/7, so users can simply ask the chatbot questions about sales, inventory, or any other data, and generate reports. This allows NotCo's teams to gain valuable insights in real time, enabling them to make data-driven decisions faster and with more confidence. **Learn more**

Healthcare and life sciences

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> In 2025, gen AI will continue to transform how pharmaceuticals and biotech companies interact with regulatory bodies. By summarizing complex data and automating regulatory submissions, gen AI has an opportunity to accelerate review times and potentially reduce the cost of drug development."
>
> **Shweta Maniar,** Global Director, Life Sciences Strategy & Solutions, Google Cloud

> "We anticipate a shift from the traditional stock-and-sell sales model to a complex make-to-order sales model. To fuel this shift, manufacturers need to have a robust, real-time view of their operations, unify their IT and OT data, and optimize product design, production, marketing, and customer service."

Praveen Rao, Global Director, Head of Manufacturing Industry, Google Cloud

Manufacturing and automotive

Alaska Airlines is using gen AI to make planning trips a delightful experience for travelers. Alaska built a gen AI destination search experience — Careline — that helps guests plan their vacations and land the best flight deals with a single prompt. **Watch the video**

"

We expect that gen AI will continue to drive more personalized journeys for each unique customer regardless of the channel of engagement. For example, an SMB looking to launch a new branch office could utilize a product and service recommendation agent to define a service bundle for all their connectivity, communication, and point of sale needs."

Matt Anderson,
Head of Telecoms Industry,
Google Cloud

Telco

KDDI Corporation has developed an advertisement planning tool 'Mori with Gemini' that improves marketing accuracy through a seamless matching of persona data from KDDI and its group company, resulting in significant CTR improvements. **Learn more**

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> Gen AI will continue to transform media and entertainment experiences into personalized conversations, not passive experiences. By better understanding consumers, gen AI can curate content, anticipate needs, and foster better engagement whether by consumer click, swipe, or voice command."
>
> **Albert Lai,** Global Director, Media & Entertainment, Google Cloud

Media and entertainment

For a deeper dive into this and other trends, download the full **AI Business Trends 2025 report.**

Download