

Gemini for Google Workspace: Setting a new standard for customer service

A guide on enhancing the speed and
success of Customer Service teams



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Executive summary

Generative AI is shaping a new era of work that the world is rapidly shifting to embrace. This type of artificial intelligence can help teams take their productivity, collaboration, and creativity to new heights by instantly generating text and images from just a few clicks and prompts.

Google Workspace is committed to developing truly innovative AI-first products that improve how work gets done. The launch of Gemini for Google Workspace is a major milestone in that journey, introducing the power of generative AI right where most professionals spend their days — in Gmail, Google Docs, Google Slides, and other Workspace apps.

Gemini for Workspace can help transform customer service tasks — like drafting response emails and organizing customer information — so teams can deliver better, faster service to improve customer experiences and drive satisfaction and loyalty.

Gemini was built strictly following Google's [privacy commitments](#) and [AI Principles](#). It's designed to be helpful and responsible while keeping your organization's data private and secure. When you use Gemini for Workspace, your data remains your data. Prompts and generated responses stay within your organization and are not used to train Gemini or other generative AI models. It also adheres to our structurally safer approach to security and automatically applies your existing security controls and data handling processes. Google keeps more people safe online than anyone else, and our top priority is to protect the confidentiality and privacy of your data.

Read this guide to learn how Customer Service teams can get even more value from Workspace and do their best work with Gemini.



Google's AI Principles

1. Be socially beneficial
2. Avoid creating or reinforcing unfair bias
3. Be built and tested for safety
4. Be accountable to people
5. Incorporate privacy design principles
6. Uphold high standards of scientific excellence
7. Be made available for uses that accord with these principles

Read more about [Google's AI Principles](#).

Gemini for Google Workspace:

A dynamic partner for Customer Service teams

Customer Service teams play a key role in building strong connections between a brand and its customers. To exceed expectations and keep customers satisfied, customer service representatives must be able to juggle a high volume of cases without sacrificing the speed or quality of their support.

Generative AI is transformative technology that can help Customer Service teams deliver helpful solutions to more customers in less time. According to a McKinsey report, one company with over 5,000 customer support agents increased its issue resolution by 14% per hour with help from generative AI.¹ Beyond helping teams manage higher case volumes, AI-powered assistance makes it simpler to personalize engagements, reduce response times, and free up time for complicated cases. As a result, teams who adopt generative AI are likely to outperform those who don't.

Gemini for Workspace acts as a collaborative partner that works seamlessly alongside familiar apps, such as Gmail, Docs, Slides, and Sheets. With simple language prompts and just a few clicks, it can quickly connect representatives to knowledge, improve their customer communications, and streamline their case management workflows. Using Gemini can help representatives deliver effective solutions with confidence, enabling Customer Service teams to create smoother service experiences that build customer loyalty and trust.

Transform work for the better with Gemini



Deliver timely support messages that reflect your brand's voice



Quickly organize customer inquiries and key insights



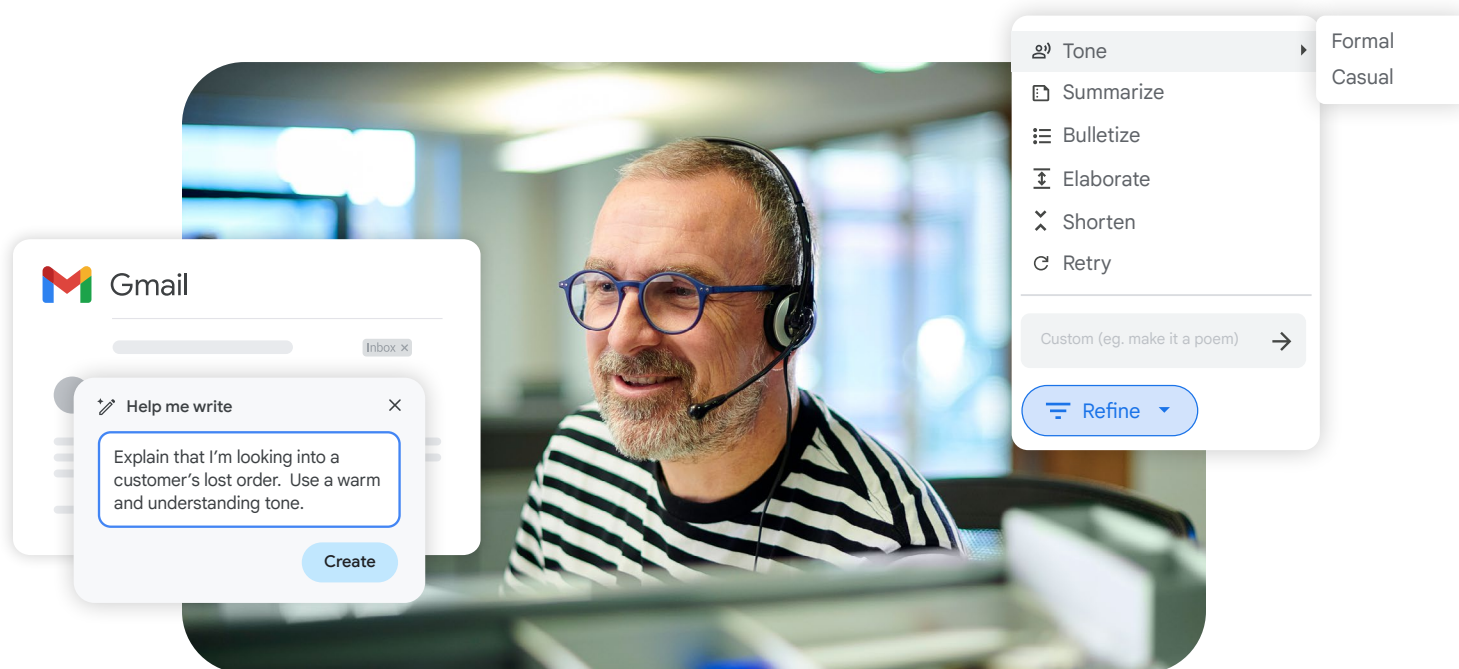
Improve the quality of real-time virtual support sessions



Build custom no-code apps that streamline case management

How Gemini can help Customer Service teams work smarter across Google Workspace

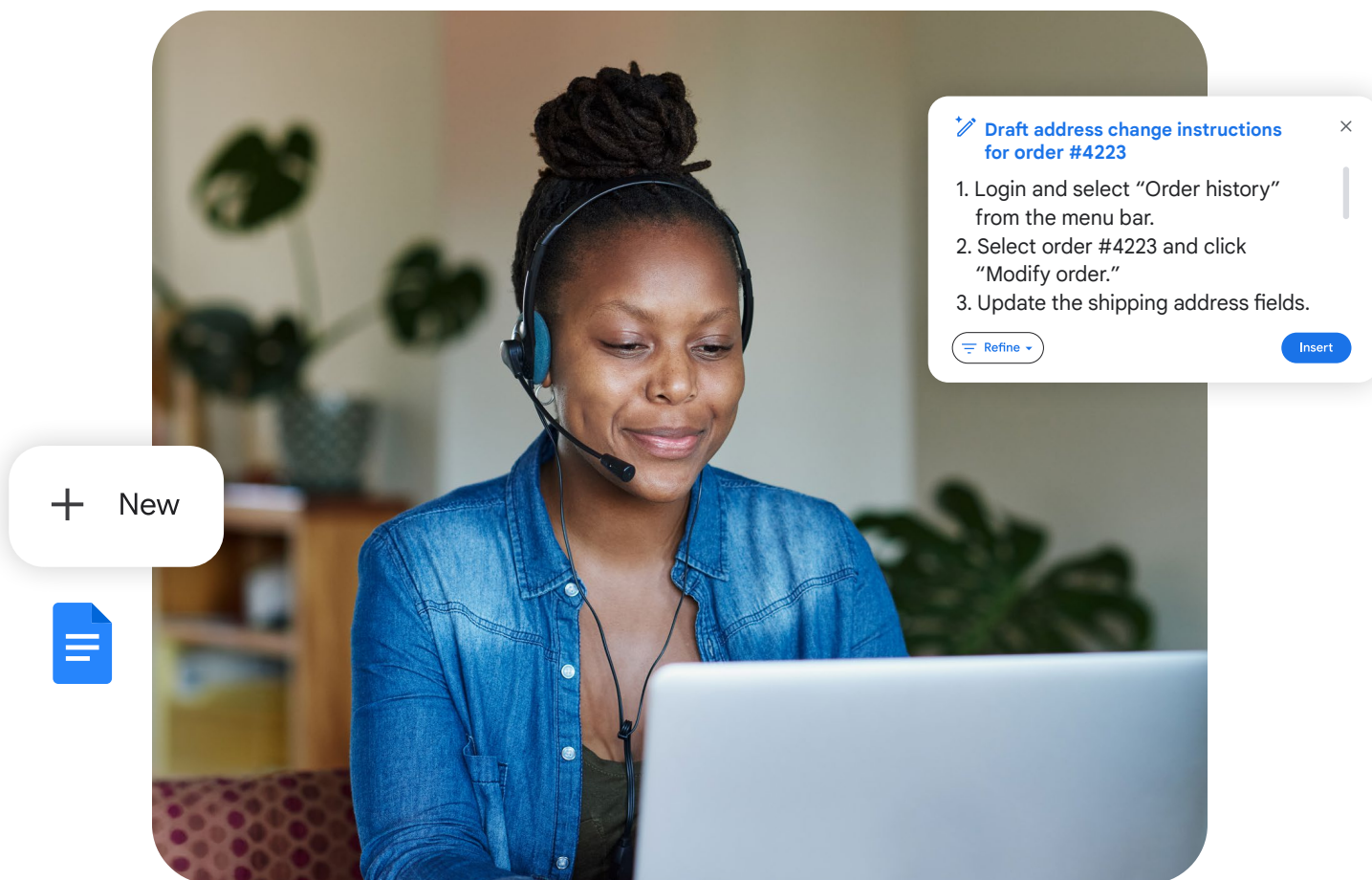
Gemini can help customer service representatives accomplish tasks with more efficiency and impact. Below, you'll find some of the most significant ways Gemini can support daily workflows across Workspace.



Craft support messages that satisfy in Gmail

Gemini in Gmail acts as a personal copywriter that can help you promptly create on-point emails for customers. With the ability to specify tone and check grammar, you can quickly generate clear, concise, and professional responses to improve customer satisfaction and case resolution rates.

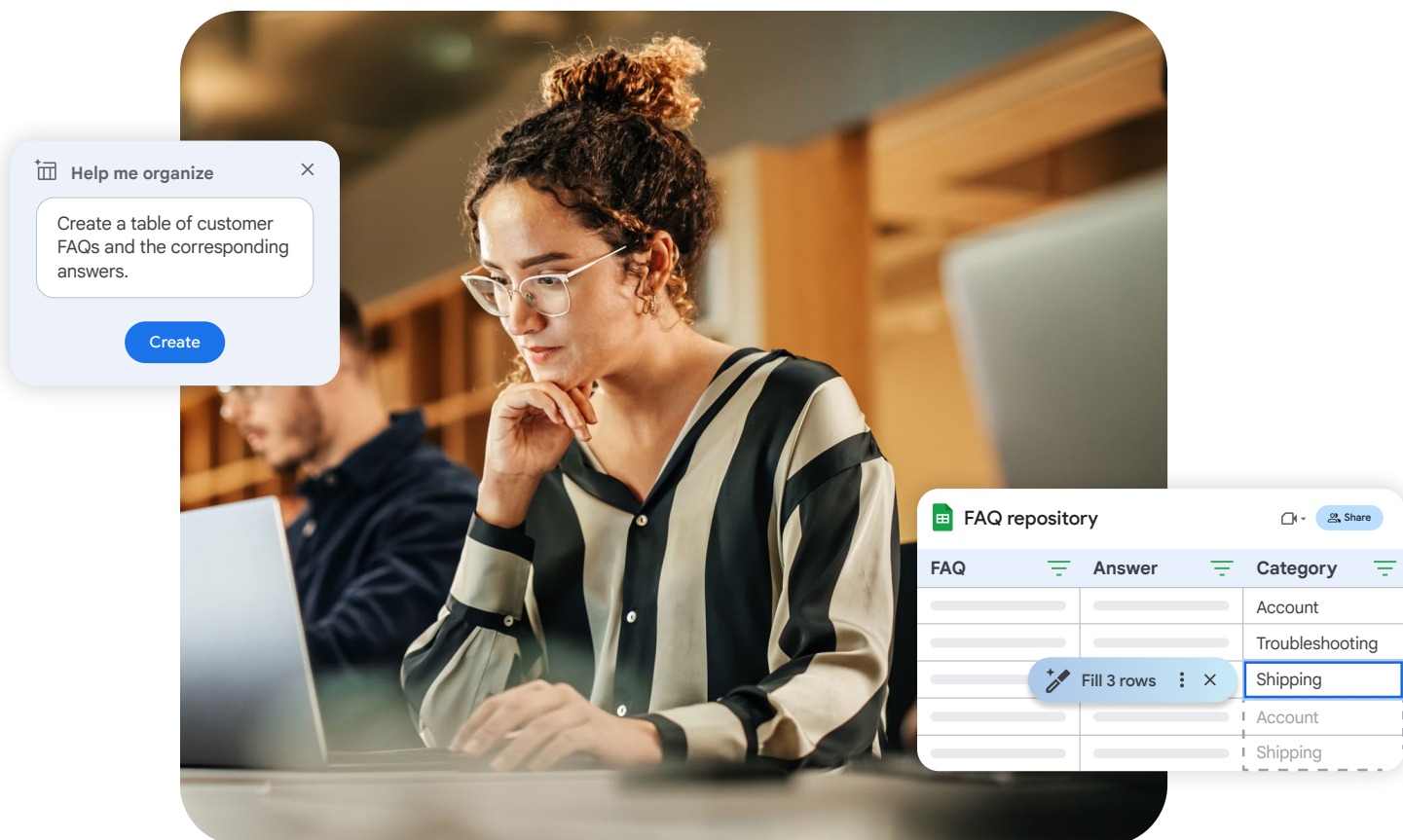
Gemini can also help you communicate in your brand's voice to improve consistency and build trust across customer-facing communications. Use [help me write](#) in Gmail and Docs to adjust the output and reflect the right voice for your text.



Draft personalized answers in Google Docs

[Gemini in Docs](#) can help you handle a higher volume of inbound requests without sacrificing a personal touch. With simple prompts, Gemini can help you draft high-quality communications tailored to individual customers that make them feel known and valued. Whether you're answering a question, addressing a complaint, or troubleshooting a problem, Gemini can turn notes or a handful of bullets into a full draft.

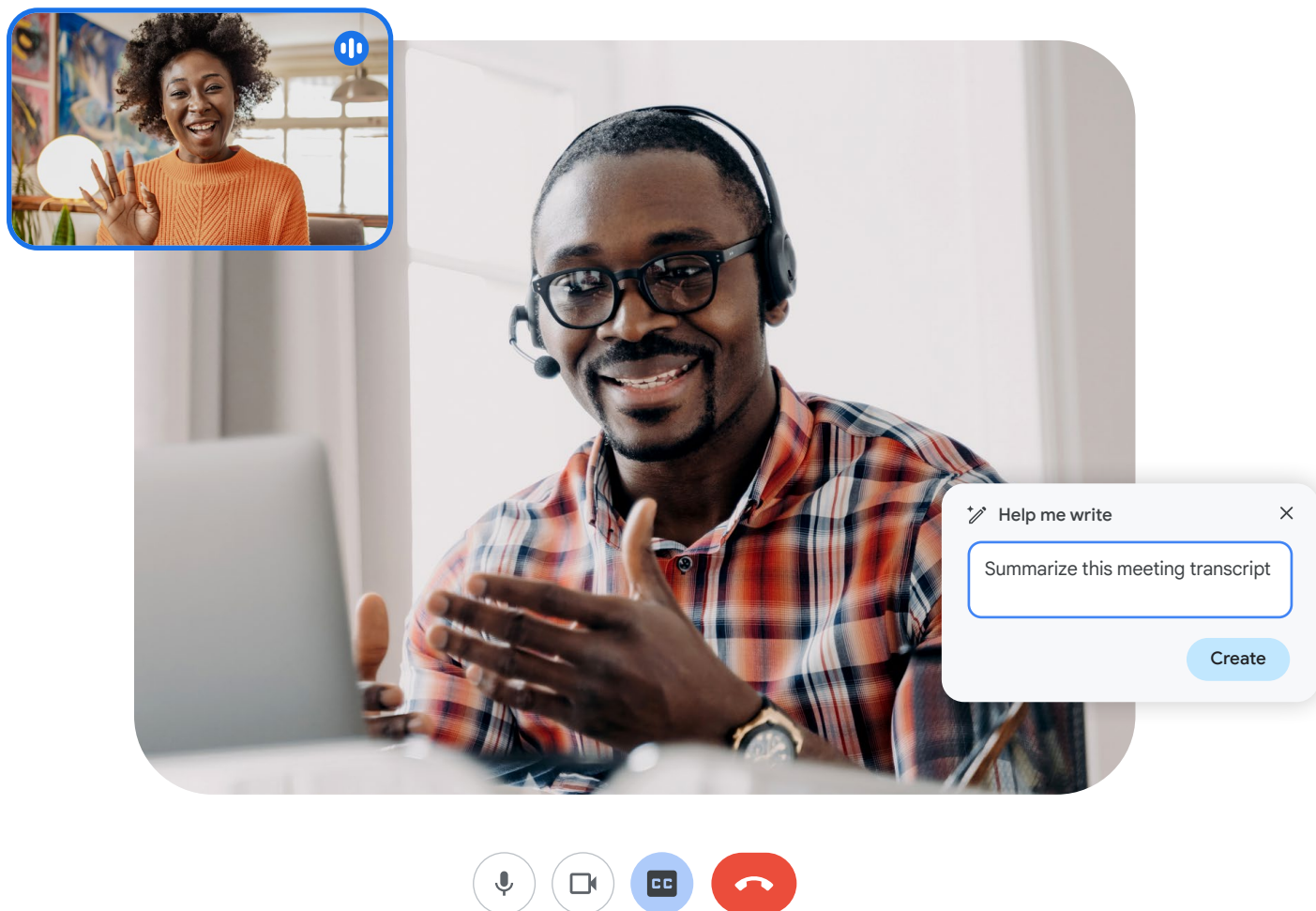
When you're addressing a request, use the Gemini side panel in Gmail or Docs to summarize case details, identify the core issue, and search your files and inbox for other relevant customer information. Then use Gemini to generate a personalized answer based on the customers' needs and preferences.



Keep inquiries and insights organized in Google Sheets

Setting up tables and databases can be tedious, but it doesn't have to be with [help me organize](#) in Sheets. Simply describe what you want to create, and Gemini will instantly generate rich data tables with cell labels, content suggestions, and other variables that keep information in order. That means less time tinkering with data cells and more time supporting customers.

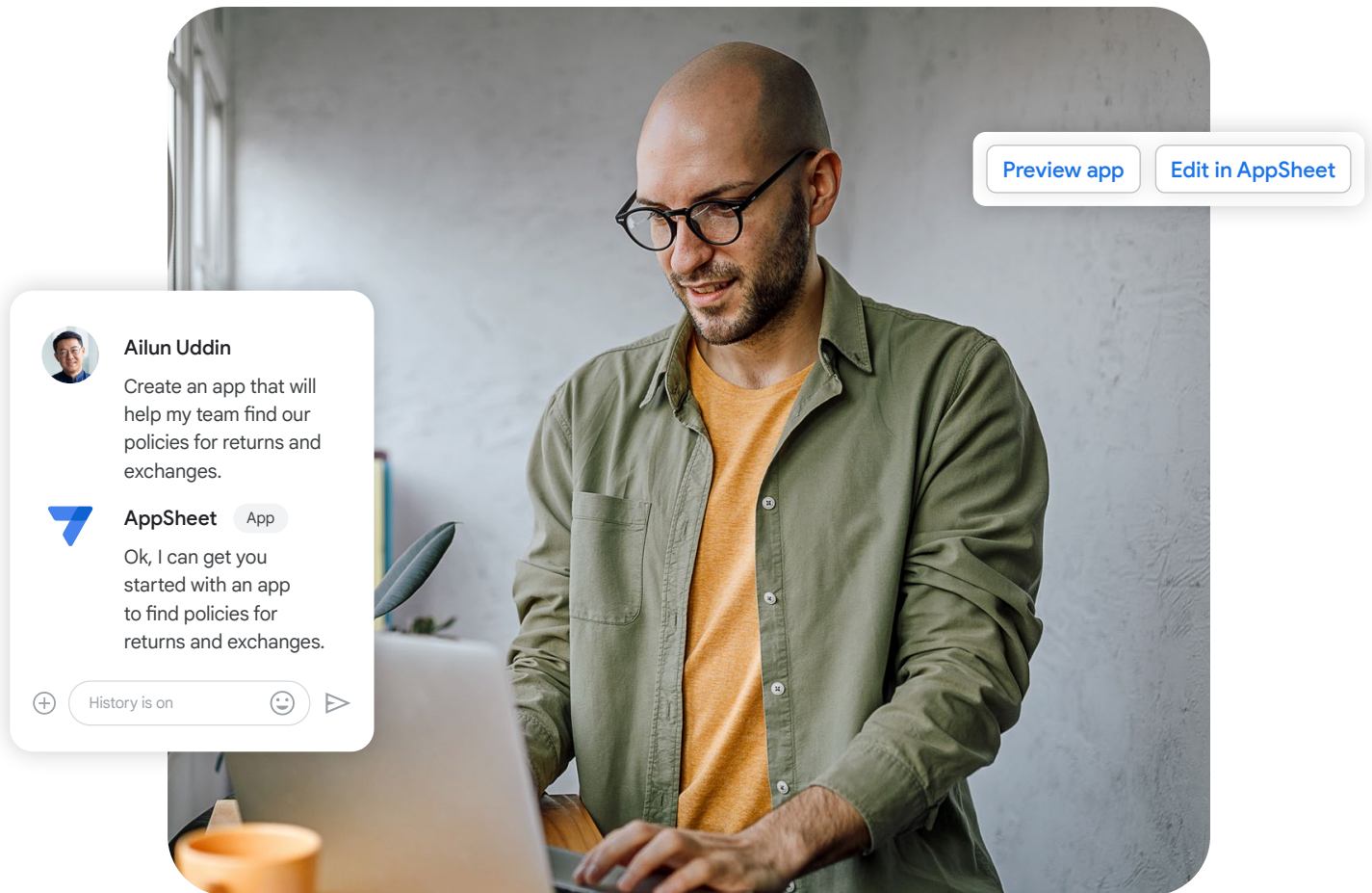
The AI side panel can help you harness institutional knowledge from previous customer cases. Use Gemini to automatically create tables that organize common inquiries and their corresponding solutions. Categorize this information by topic using [enhanced Smart Fill](#) and auto classification so your team can find, understand, and share solutions with customers more efficiently.



Improve real-time resolution in Google Meet

Gemini in Meet can help customer service agents and customers connect with clarity, reducing technical hurdles to prevent customer frustration and case escalation. When slow internet or noisy environments get in the way of the conversation, Gemini [enhances audio and video](#) so customer support feels seamless. [Captions](#) translated in real-time enable customers to participate in their preferred language and can help make resolution calls more inclusive.

Once the call ends, agents can summarize the conversation for customers by using [help me write](#) in Gmail to turn automatically generated transcription summaries into follow-up emails.



Simplify case management with custom solutions in AppSheet

Customer Service teams can use [Gemini in AppSheet](#) to develop unique apps that streamline and automate routine tasks — and get them up and running without a single line of code. Anyone can build powerful solutions that connect people, processes, and data by simply describing what they want their app to accomplish.

For example, Gemini can help automate case management processes to resolve customer inquiries faster. Customer service managers and teams are able to develop unique apps that can help representatives find key resources, assign cases to representatives, deliver customer feedback surveys, and more.

Day-to-day with Gemini: Key use cases for Customer Service teams

Let's explore how teams can make strides toward their strategic objectives with Gemini for Workspace. The following examples show how daily AI-powered improvements can lead to better outcomes on a larger scale.

- **Decrease response times and increase customer satisfaction**
- **Organize data for simple solution sharing**
- **Craft support messages that reflect your brand's personality**



Decrease response times and increase customer satisfaction

With support from Gemini, representatives can bring clear, effective solutions to customers in less time to boost loyalty and improve daily resolution rates.

Sample scenario

A support agent at a fitness equipment company is helping a customer resolve a console issue with their treadmill. With Gemini, they can:



Use the Gemini side panel in Docs to summarize the customer's case and communication history to quickly understand the issue at hand.



Walk the customer through a step-by-step troubleshooting process in Meet with enhanced audio and video.



Use *help me write* in Gmail to automatically turn the meeting transcript into an instructional follow-up email for the customer's future reference.

Organize data for simple solution sharing

Representatives can use Gemini to structure inbound requests and common inquiries in tables and trackers to efficiently determine the best-fit solution and improve the customer experience.

Sample scenario

A Customer Service team at an electronics company is preparing a set of FAQs for a smartwatch launching soon. With Gemini, they can:



Use *help me write* in Docs to brainstorm potential customer questions, and then use *help me organize* in Sheets to categorize the FAQs by feature.



Generate descriptive keywords for each FAQ using enhanced Smart Fill in Sheets so representatives can perform quick searches while handling cases.

Craft support messages that reflect your brand's personality

Your Customer Service teams can use Gemini to create professional, polished communications that consistently reflect your company's tone and voice standards and build trust with customers.

Sample scenario

A customer service representative at an outerwear company is emailing a customer who is frustrated about an out-of-stock jacket. With Gemini, they can:



Compose a message using *help me write* in Gmail to suggest alternative in-stock options.



Adjust the writing style and tone with a few clicks to more closely align with the brand's warm and friendly persona.



Best practices for collaborating with Gemini

Before getting started, keep the following in mind:

- ✓ Gemini feature suggestions don't represent Google's views, and should not be attributed to Google.
- ✓ Don't rely on Gemini features as medical, legal, financial, or other professional advice.
- ✓ Gemini features may suggest inaccurate or inappropriate information. Your feedback makes Gemini more helpful and safe.
- ✓ Enterprise end users can submit feedback about their experience using generative AI features. End users are informed before submitting the feedback that feedback data should not contain personal, sensitive, or confidential information and may be read by humans.

Pro tips for writing effective prompts

- 1 Use natural language**
Talk to Gemini just like you would a friend or colleague.
- 2 Be clear and concise**
Provide precise instructions and avoid ambiguous language.
- 3 Provide context**
The more context you give Gemini, the better it can understand your request and generate a useful response.
- 4 Use specific and relevant keywords**
Gemini can understand the meaning of individual words and phrases, so more specificity can help it generate more accurate and informative responses.
- 5 Break down complex tasks into separate prompts**
If you're using Gemini to perform several related tasks, break them into separate prompts to get more useful responses.

Google Workspace's approach to protecting your data

It is our top priority to protect the confidentiality and privacy of your data.

With Workspace you can trust that:

- ✓ **Your data is your data.** The content that you put into Workspace services (emails, documents, etc.) is yours. We never sell your data, and you can delete your content or export it.
- ✓ **Your data stays in Workspace.** We do not use your Workspace data to train or improve the underlying generative AI and large language models that power Search and other systems outside of Workspace without permission.
- ✓ **Your privacy is protected.** Interactions with intelligent Workspace features, such as accepting or rejecting spelling suggestions, or reporting spam, are anonymized and/or aggregated and may be used to improve or develop helpful Workspace features like spam protection, spell check, and autocomplete. This extends to new features we are currently developing like improved prompt suggestions that help Workspace users get the best results from Gemini features. These features are developed with strict [privacy protections](#) that keep users in control. (See below for more detail on additional privacy, security, and compliance commitments we make for business customers).
- ✓ **Your content is not used for ads targeting.** As a reminder, Google does not collect, scan, or use your content in Workspace services for advertising purposes.



Workspace was born in the cloud. Our cloud-based, zero trust architecture helps reduce security risk.

No persistent local data

- Data is in the cloud and ephemerally accessed with zero trust controls
- You own and control your customer data, and you can delete it any time

No thick desktop apps

- Full Workspace functionality is accessed via web browser
- No thick Workspace desktop apps to patch

No on-premises infrastructure

- Secure-by-design, born-in-the-cloud infrastructure
- Battle-tested development and production practices

Committed to security and compliance for business, education, and government customers

When Workspace commercial customers adopt [Gemini for Google Workspace Enterprise](#), they get the same robust data protection and security standards that come with all Workspace services, with specific protections for business, education, and government customers:

- ✓ **Your interactions with Gemini stay within your organization.** Gemini stores any prompts or generated content alongside your Workspace content and does not share them outside your organization.
- ✓ **Your existing Workspace protections are automatically applied.** Gemini brings the same enterprise-grade security as the rest of Workspace, automatically applying your organization's existing controls and data handling practices, such as data-regions policies and Data Loss Prevention.
- ✓ **Your content is not used for any other customers.** None of your content is used for model training outside of your domain without permission.



Elevate the impact of your Customer Service team

Collaborating with Gemini for Google Workspace can give customer service agents more time to leverage human ingenuity, creativity, and expertise to transform customer care. It works seamlessly within familiar work tools so teams can connect, create, and collaborate in new and powerful ways.

Today, thousands of companies are using Gemini for Google Workspace to transform how they approach their work. To learn more about how it can support your Customer Service team, [contact sales](#) today to request your no-cost trial.

