



The ROI of AI

in customer experience



How AI agents are helping boost engagement and delight customers.

Methodology

This report is based on a survey conducted by Google Cloud and National Research Group.

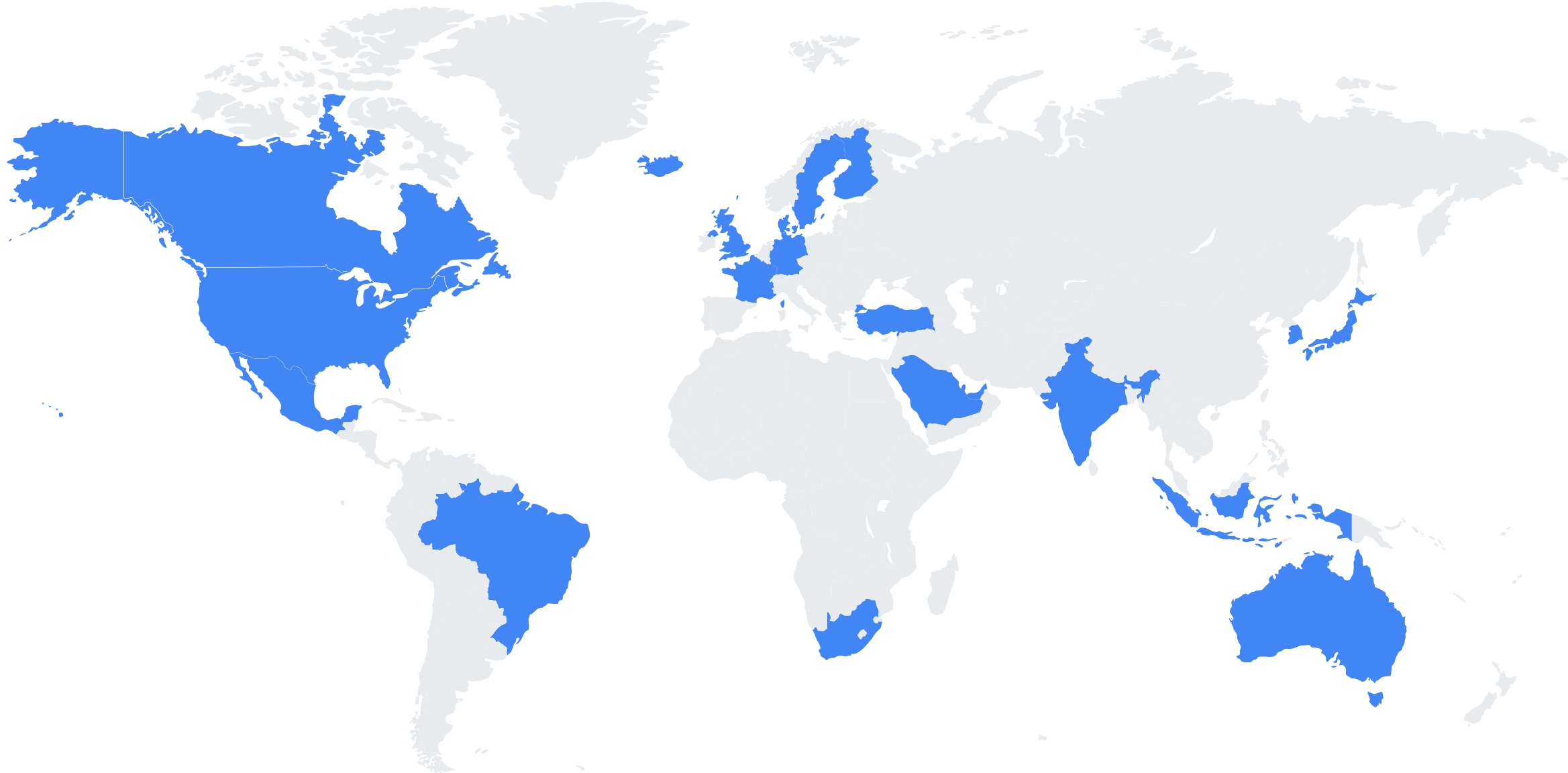
3,466 senior leaders of global enterprises:

- 940** CEO, CIO
- 1,097** CFO, CMO, CTO
- 768** CISO, CDO, CSO, COO, Director of Digital Strategy, VP of IT
- 661** IT Director, Head of Innovation, Director of Customer Experience/Service, Marketing Director

Over **100** full-time employees

Over **\$10M** annual revenue

Fieldwork conducted April 18–June 3, 2025



| | | | | | | | | | |
|---------|-------|---------|-----|-------------|-----|---------------|-----|---------------|----|
| US | 1,047 | France | 179 | Australia | 118 | Brazil | 351 | Kuwait* | 3 |
| Canada | 200 | Nordics | 177 | South Korea | 118 | Indonesia | 116 | South Africa* | 7 |
| UK | 175 | Japan | 117 | Taiwan | 116 | Saudi Arabia* | 18 | UAE* | 40 |
| Germany | 175 | India | 117 | Mexico | 350 | Turkey* | 35 | Qatar* | 7 |

* Markets shown in aggregate as MEA region

A robust representation from priority industries: Media and entertainment, retail and CPG, financial services, manufacturing, healthcare and life sciences, telecommunications, and public sector

Executive summary

The conversation on generative AI has shifted from hype to business impact.

Business leaders no longer ask if it can improve customer experience (CX), but want to know how to scale proven use cases and deploy specialized AI agents across their operations. Our latest research confirms this shift. Organizations are responding to increasing customer expectations for personalization, convenience, and speed—from a company’s website search bar to the customer support queue.

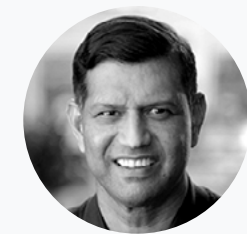
As AI has evolved from predictive to generative, we have seen AI agents that proactively engage customers, guide users through complex discovery journeys on their digital properties, and enable customer service operations to deliver personalized experiences at scale.

Organizations that have adopted AI agents are transforming their websites and mobile apps from

simple catalogs into intelligent concierges. They are also delivering highly engaging, human-like customer experiences everywhere from contact centers to restaurant food ordering systems and virtual assistants in cars.

It’s paying off. According to our survey, almost nine in ten agentic AI early adopters are seeing positive ROI on gen AI, while a separate Forrester study found that Google’s Customer Engagement Suite delivers a 207% ROI over three years with a payback period of less than six months.¹

For CX leaders charting their AI strategy, this report provides a data-backed blueprint. It outlines the strategies of successful early adopters and shows how to harness agentic AI to transform the entire digital experience—elevating customer satisfaction, driving operational efficiencies, and sustaining business growth.



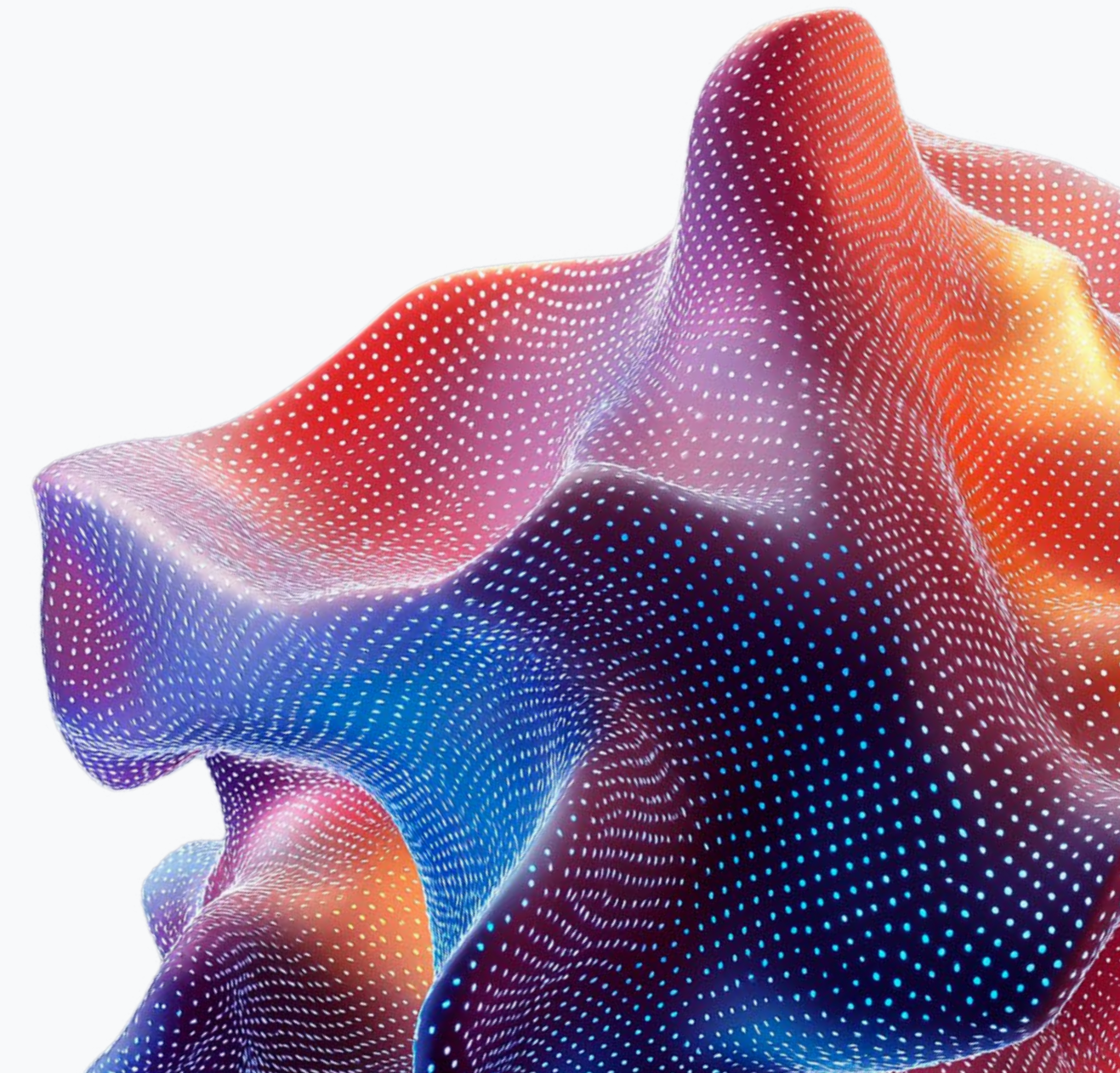
Darshan Kantak

Vice President, Product, Applied AI,
Google Cloud



88%

of agentic AI early adopters are now seeing a positive ROI on gen AI²



¹ Forrester. (2025). *The Total Economic Impact™ Of Google Cloud Customer Engagement Suite With Google AI*.

² Agentic AI early adopters: n=460; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

Key insights in CX

AI agents are now being deployed at scale.

52%

of executives whose organizations use gen AI have adopted AI agents in production³

Agentic AI early adopters are seeing faster CX returns.

55%

of agentic AI early adopters saw ROI on gen AI use cases for CX and field service (including chat, call centers, and in-field technician support)⁴

An increase in user engagement is gen AI's biggest impact in CX.

83%

of executives report increased user engagement (i.e., engagement score, traffic or click through rate (CTR), time on site)⁵

Gen AI consistently improves user experience.

51%

of executives report a 6–10% improvement in user experience from gen AI (of those reporting improved CX)⁶


³ Total (global): n=3466; Question: (1) How are AI agents leveraged across the enterprise? (2) How many AI agents does your company currently have deployed in production across your organization?

⁴ Agentic AI early adopters whose organization is currently using or planning to use gen AI for CX and field service: n=449; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

⁵ Executives reporting improved CX from gen AI solutions: n=2177; Question: In what ways did your company experience improved user experience as a direct result of gen AI?

⁶ Executives reporting improved CX from gen AI solutions: n=2133; Question: (1) In what ways did your company experience improved user experience as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly improve user experience?

Table of contents



| | |
|---|----|
| The agentic shift | 06 |
| 5 proven areas where AI is delivering ROI | 15 |
| Invest in the AI-ready future | 24 |
| Your next steps | 32 |





01

The agentic shift



AI agents are elevating customer experiences

Today's customers are already using AI and AI agents, and they expect similarly intelligent and convenient experiences when interacting with brands.

To deliver on these expectations, CX leaders are rapidly shifting their thinking from "if" to "how," seeking out ways to use agentic AI to deliver quantifiable value and superior customer interactions.



63%

of executives report their organization is using gen AI for CX and field service functions,⁷ making it a mainstream component of the modern CX stack

Definition of AI agents used in the survey

AI agents are specialized LLMs that have specific roles, context, and objectives to independently plan, reason, and perform tasks with access to data function call APIs and can interact with other AI agents if needed. These can be pre-built or in-house built agents.

⁷Total (global): n=3466; Question: What is your company's relationship to each of the gen AI use cases below?



Levels of AI agent maturity



Level 1 Simple tasks

Chatbots

Information retrieval

Image generation



Level 2 AI agent applications

Customer service AI agents

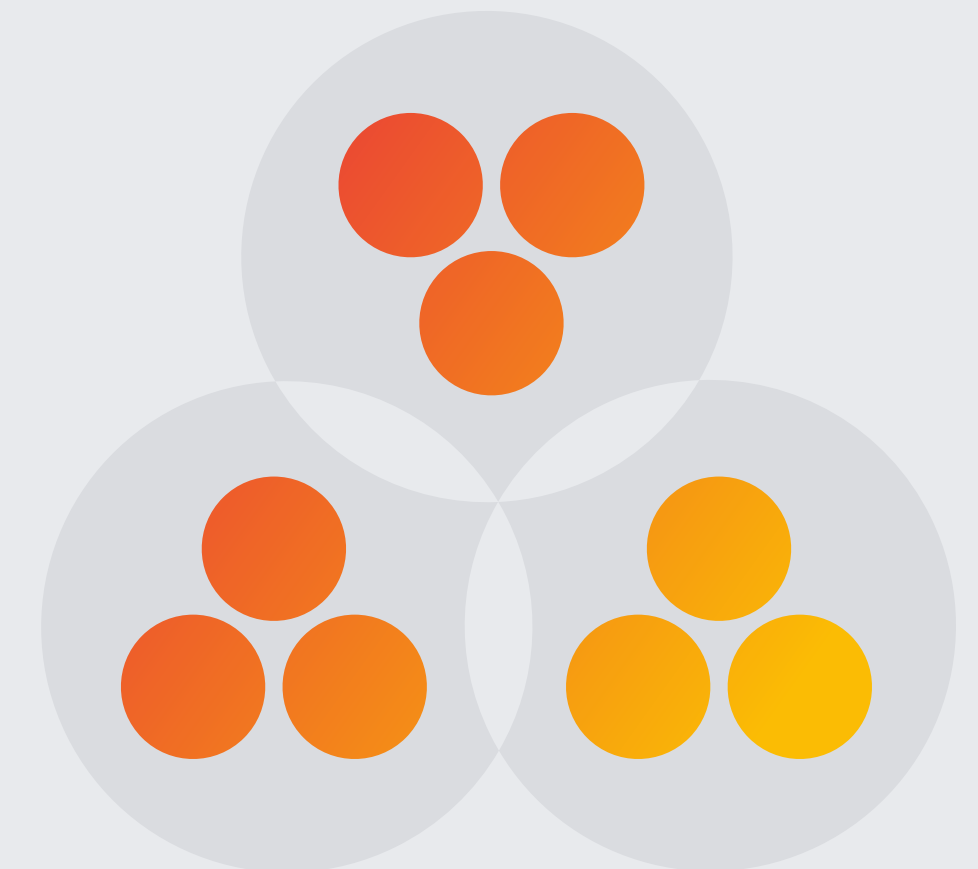
Creative agents



Level 3 Multi-agent workflows

Agentic workflows

Agent orchestration





Helping brands transform every customer interaction

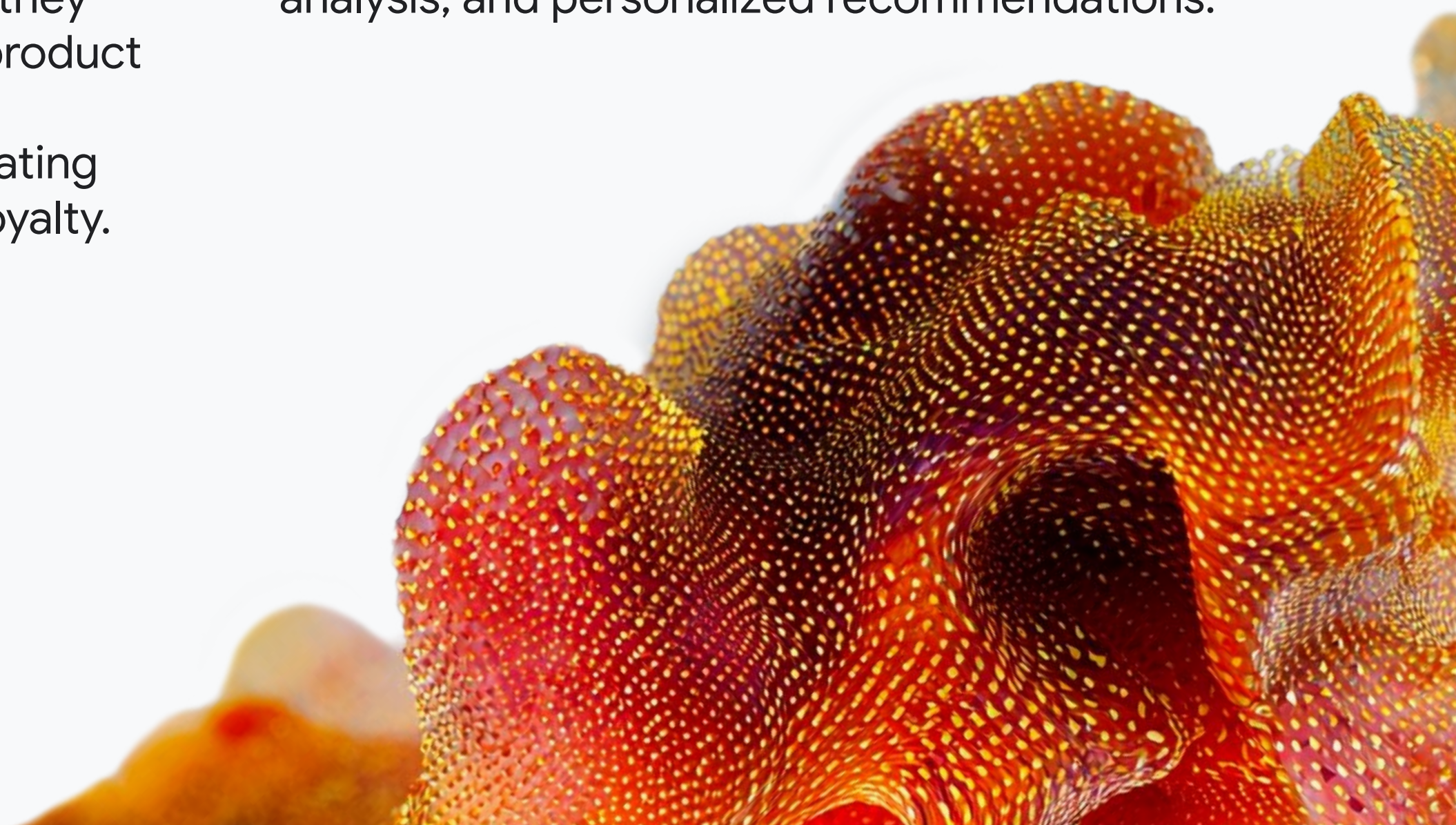
AI agents combine the intelligence of advanced models with access to critical tools.

These AI agents can support interactions across all modalities, including text, voice, image, and video, and are infused with contextual understanding. They bridge the gap between simple chatbots and complex, multi-agent systems, transforming how customers engage with brands and how human agents deliver support.

The most successful deployments adopt a “human plus machine” strategy. This approach creates AI-augmented “super agents” that provide pre-purchase guidance and support, empower customer service representatives post-purchase, and transform the contact center from a cost center into a high-value, problem-solving hub.

In retail, for example, AI agents can help shoppers move from search bar to cart. Customers can ask complex and nuanced questions about products or services, and receive personalized and conversational support that surfaces relevant results and recommendations. Also, because agents are rooted in organizational data, they can provide helpful information such as product availability and store hours. The shopping experience is now individualized, accelerating the path to purchase and driving brand loyalty.

By handling repetitive, mundane tasks, AI agents free up customer service employees to focus on complex, high-value interactions requiring empathy and critical thinking. Less experienced employees can get up to speed faster, too, with access to real-time information, sentiment analysis, and personalized recommendations.



Agentic AI use cases in CX

Organizations are using AI agents to help reshape critical touchpoints of the customer journey.

AI agents can augment the entire service operation, and are used both internally to assist customer service employees and externally to support customers.

Beyond support, agentic search is revolutionizing digital discovery. Users can ask questions in natural language and move beyond basic keyword searches. And AI agents can comprehend these often complex questions, understand intent, and provide personalized and relevant results and recommendations. It all helps guide customers seamlessly from initial inspiration to completed purchase.



52%

of executives whose organizations use gen AI for CX and field service report these use cases are both internal and customer-facing⁸

49%

of executives from organizations with AI agents in production report they are used for customer service and experience⁹

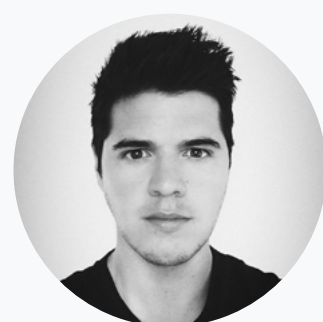
⁸ Executives whose organization is currently using gen AI for CX and field service: n=2190; Question: You indicated that your company is currently using the following gen AI use cases. Which of these have an internal company use, an external customer-facing use, or are being used both internally and externally?

⁹ Executives whose organization is leveraging agentic AI: n=1814; Question: What use cases has your company deployed AI agents for?

“



Collaborating with Google Cloud has been about more than just implementing new technology; it's also been strategic to fundamentally understand customer intent. Vertex AI Search for Commerce allows us to deliver a truly intelligent experience that not only drives significant commercial results but also builds deeper trust and loyalty with our customers.”



Rob Contreras

Head of Innovation, Toolstation

Toolstation, one of the UK's fastest-growing suppliers of tools and building materials, is better able to understand and serve its trade and DIY customers, and has already driven a 5.5% increase in search-based revenue and a 10% lift in click-through rates.

[Read more](#)

AI agent adoption in CX varies across industries

While AI agents are being deployed broadly in CX, every industry has its own priorities.

Companies focus on use cases that deliver the most significant impact for their specific customer base. In financial services, for example, there's a focus on efficient, secure, and personalized financial interactions. Whereas in retail and CPG, AI agents are typically used to help manage high volumes of inquiries and enhance shopping journeys.



Commerzbank used Customer Engagement Suite to build Bene, their own specialized chatbot. This enables them to handle over 2 million chats and successfully resolve 70% of all inquiries.



Industry adoption of AI agents for customer service and experience



Executives whose organizations are leveraging agentic AI: Financial services: n=297, Manufacturing: n=292, Public sector: n=138, Retail and CPG: n=300, Telecommunications: n=274, Media and entertainment: n=252, Healthcare and life sciences: n=261; Question: What use cases has your company deployed AI agents for?



The early adopter advantage

Within the broader landscape of AI agent adoption, a distinct cohort of early adopters is setting themselves apart.

These early adopters dedicate at least 50% of their future AI budget to AI agents and already have agents deeply embedded across operations.

The top performance of early adopters isn't chance—it's the result of a deliberate strategy centered on deep technical capability and organizational commitment.



82%

of executives from agentic AI early adopter organizations report their organization has deployed more than 10 AI agents¹⁰ vs. 39% across all organizations¹¹

78%

of executives from agentic AI early adopter organizations report their organization is leveraging gen AI in production for over a year¹² vs. 52% across all organizations¹³

“



We see all employees at Indosat having a personal agent to amplify our capabilities and improve our overall impact.”



Vishal Gupta
Chief Procurement Officer, Indosat

¹⁰ Agentic AI early adopters: n=460; Question: How many AI agents does your company currently have deployed in production across your organization?
¹¹ Total (global): n=3466; Question: How many AI agents does your company currently have deployed in production across your organization?
¹² Agentic AI early adopters: n=460; Question: Where is your organization in its gen AI journey?
¹³ Total (global): n=3466; Question: Where is your organization in its gen AI journey?



Your blueprint for AI agent ROI

The success of early adopters provides a clear roadmap for organizations—whether they are building a business case or scaling existing programs.

Leaders in these organizations champion AI in production, sponsor the deployment of multiple agents across the business, and secure dedicated budgets for growth—translating into more consistent ROI.

88% of executives from agentic AI early adopter organizations see ROI now on at least one gen AI use case¹⁴ vs. 74% across all organizations¹⁵



¹⁴ Agentic AI early adopters: n=460; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?
¹⁵ Total (global): n=3466; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?
¹⁶ Agentic AI early adopters: n=460; Question: What % of your future AI budget is being allocated to agents?
¹⁷ Agentic AI early adopters: n=459, Total (global): n=3315; Question: What % of your total annual IT spend is allocated for AI? AI expenses would include talent, AI software licenses, AI hardware and infrastructure, AI application development. Please exclude data and BI analytics that are not directly using AI or ML.
¹⁸ Agentic AI early adopters: n=460, Total (global): n=3466; Question: In which of the following areas have your gen AI solutions created meaningful impact?
¹⁹ Agentic AI early adopters: n=456, Total (global): n=1802; Question: Which of the AI agent types that your company has deployed have seen ROI?



Agentic AI early adopter organizations have at least 50% of their future AI budget allocated to agents¹⁶



39% of their organization's total annual IT spend is allocated to AI vs. 26% average¹⁷



Agentic AI early adopters are more likely to report significant value from gen AI across key areas—including CX, business growth, security, and marketing¹⁸



Executives from agentic AI early adopter organizations are also more likely to report ROI on all cross-industry agentic AI use cases¹⁹



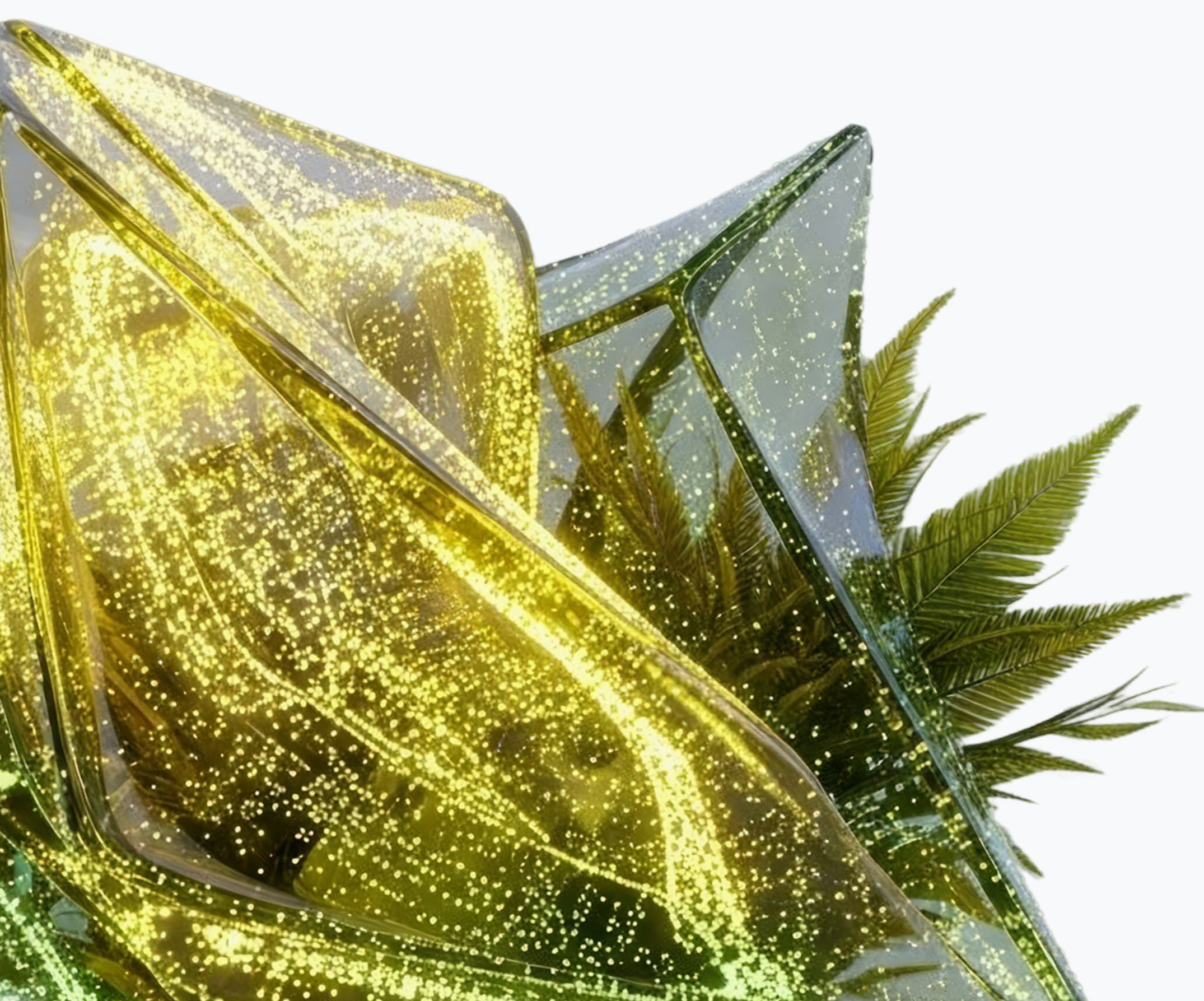
02

5 proven areas where AI is delivering ROI



Where CX leaders see the most value

Organizations that embrace AI are realizing substantial returns in the CX space—from direct financial gains and operational efficiencies, to deeply enhanced customer and agent experiences.



01

Faster financial returns

02

Happier customers

03

More productive human agents

04

Improved CX beyond the contact center

05

Data-driven intelligence



Faster financial returns

Organizations are now experiencing tangible financial returns from gen AI initiatives in CX, with early adopters seeing even faster and more pronounced outcomes.

By automating routine tasks, enhancing agent efficiency, and providing deeper insights, gen AI can transform customer service from a cost center into a source of value. Cost savings can be realized through automation and efficiency gains, while the enhanced CX can help drive new revenue.

MERCARI

Mercari, Japan's largest online marketplace, is overhauling its contact center with Google AI to foster an "AI-driven CS" experience, which is projected to yield 500% ROI by reducing the workload on customer service representatives by at least 20%.

37%

of executives saw ROI on gen AI use cases for CX and field service (including chat, call centers, and in-field technician support) (vs. 34% in 2024)²⁰

55%

of agentic AI early adopters saw ROI on gen AI use cases for customer experience and field service (including chat, call centers, and in-field technician support)²¹

²⁰ Executives whose organization is currently using or planning to use gen AI for CX and field service: 2024: n=1445, 2025: n=3285; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

²¹ Agentic AI early adopters whose organization is currently using or planning to use gen AI for CX and field service: n=449; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

Happier customers

Organizations can use gen AI and AI agents to help deliver consistently better customer experiences.

Today, AI agents—including advanced conversational agents—are already transforming how businesses engage with customers. In fact, these conversational AI agents are enabling new levels of hyper-personalized, multimodal conversations that improve customer engagement and satisfaction, boost loyalty, and deepen customer relationships.

²² Executives reporting improved CX from gen AI solutions: 2024: n=912, 2025: n=2133; Question: (1) In what ways did your company experience improved user experience as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly improve user experience?

²³ Total (global): 2024: n=1539, 2025: n=3466; Question: In which of the following areas have your gen AI solutions created meaningful impact?

²⁴ Agentic AI early adopters: n=460; Question: In which of the following areas have your gen AI solutions created meaningful impact?



51%

of executives reporting improved CX indicate improvement in CX of 6–10% (vs. 53% in 2024)²²

Gen AI helps deliver better CX

63%

report gen AI has improved CX (vs. 60% in 2024)²³

76%

of executives from agentic AI early adopter organizations report improved CX²⁴



“

verizon

At Verizon, we're focused on transforming every customer interaction into a moment of genuine connection. Google's Customer Engagement Suite, powered by Gemini, allows us to deliver faster, more personalized service, significantly reducing call times and empowering our team to focus on what truly matters: our customers. This human-in-the-loop technology is not just about ease and simplicity; it's about building lasting loyalty through exceptional experiences.”



Sampath Sowmyanarayan

Chief Executive Officer, Verizon Consumer Group



More productive human agents

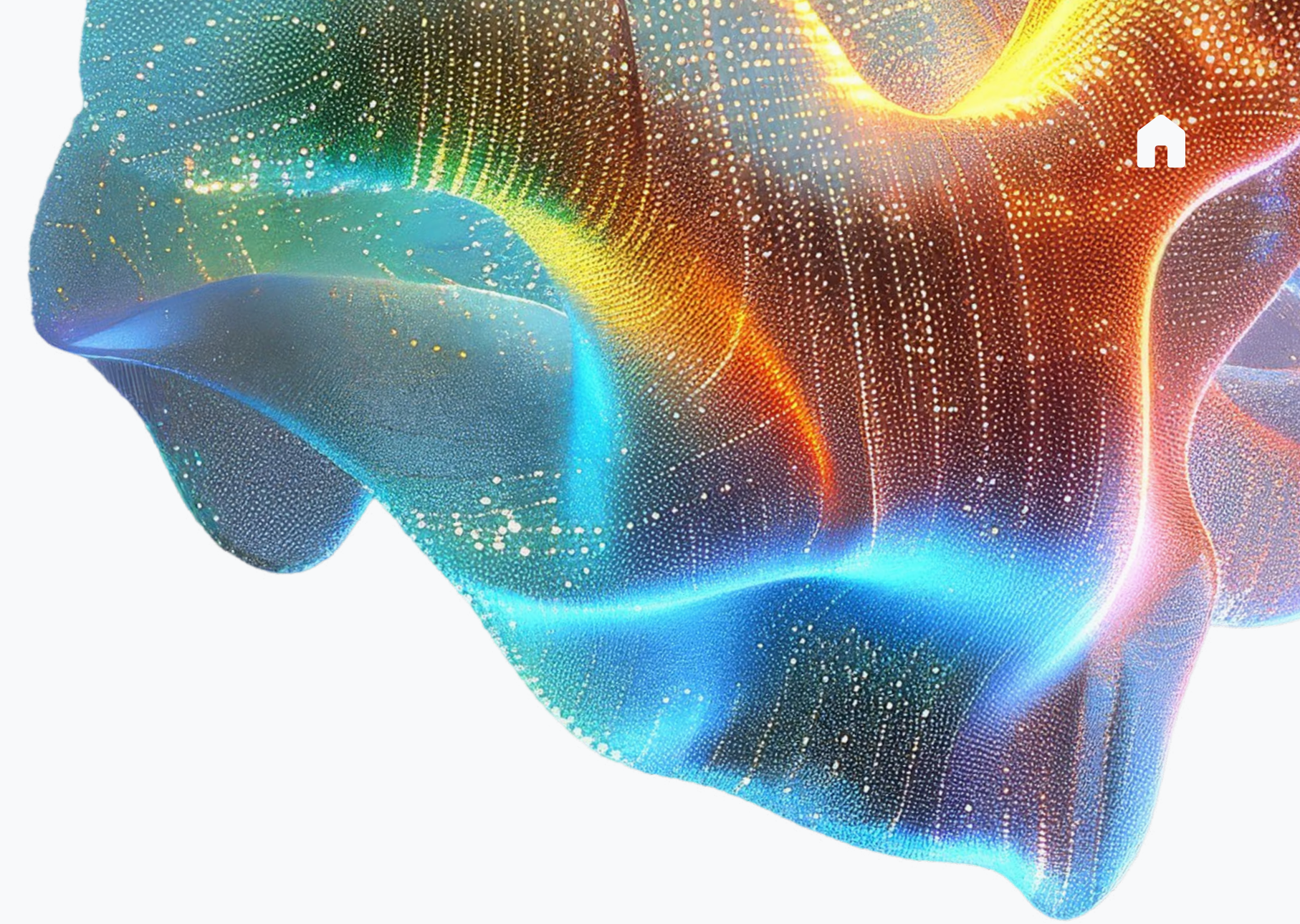
As well as supporting end customers, AI is also enabling human agents to handle more complex inquiries and deliver better quality service.

Gen AI can automate administrative tasks like data entry, ticket categorization, and routing of customer inquiries. It can also generate summaries of conversations and create follow-up emails, freeing up human agents to focus on more complex, high-value tasks that require their empathy and problem-solving skills.

70%

of executives report improved productivity from gen AI (vs. 71% in 2024)²⁵

²⁵ Total (global): 2024: n=1539, 2025: n=3466; Question: In which of the following areas have your gen AI solutions created meaningful impact?



“

**BEST
BUY.**

These tools are designed to help reduce the mental workload for agents, allowing them to better focus on personally connecting with the Best Buy customer.”



Ashley Daniels

VP of Product Management for Omnichannel and People Technology, Best Buy



“

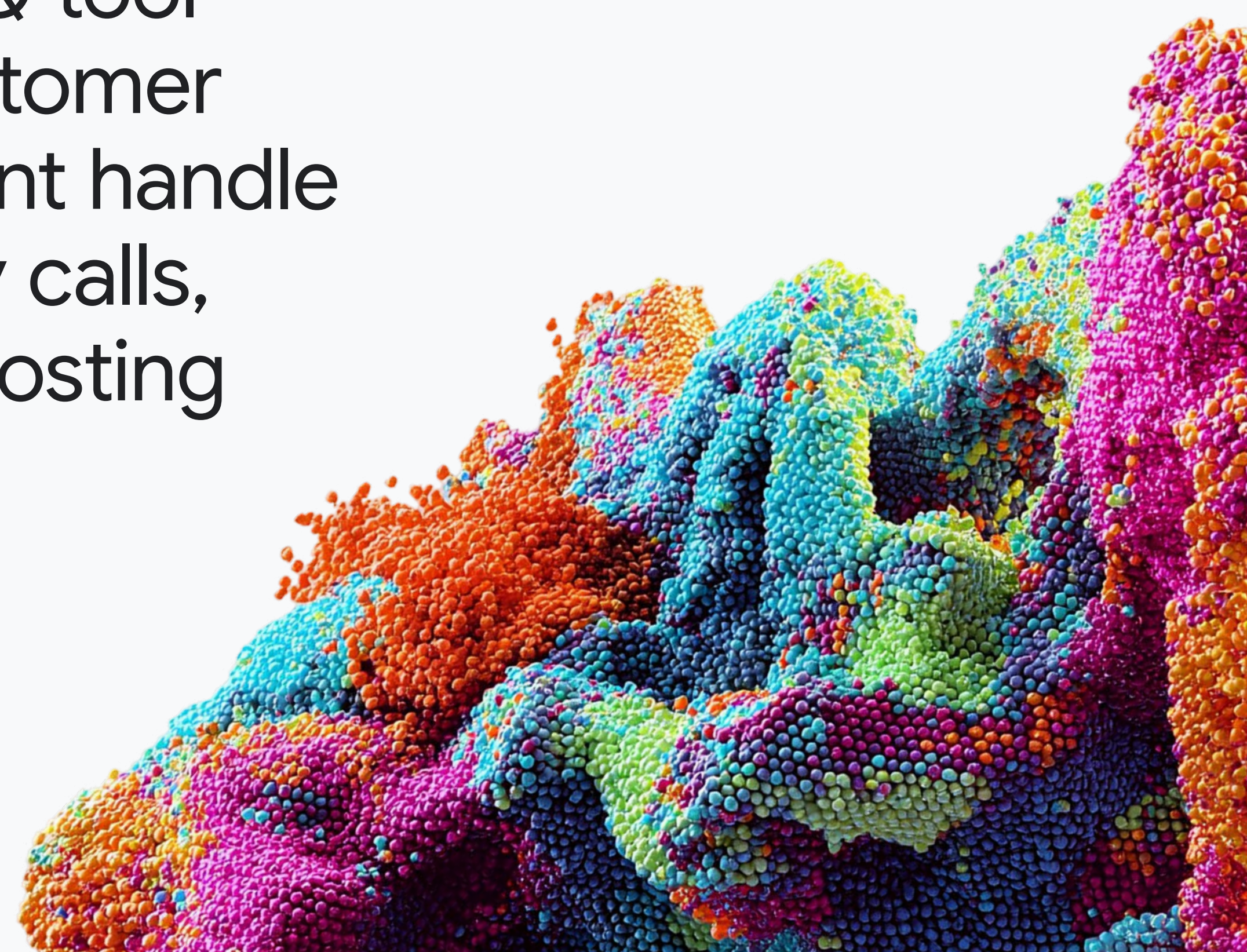
mr.
cooper

As the largest mortgage supervisor focused on driving operational efficiencies, Mr. Cooper leveraged Google AI within our AgentIQ tool to unlock scalable value across our customer interactions. By improving average agent handle time by 3.53% across 500,000 monthly calls, we unlocked 28,000 hours annually, boosting efficiency at scale.”



Shikha Chadha

Senior Principal, Product Management,
AI Products, Mr. Cooper



Improved CX beyond the contact center

Gen AI can help improve various stages of the customer journey, including digital commerce and sales enablement.

Across all touchpoints, both within customer service operations and beyond, companies can use AI to enhance customer experiences and turn them into moments of brand loyalty. The latest advances in agentic AI help them meet customers where they are—whether it's in-store, in vehicles, or on personal devices like smartphones.

54%

of executives report their organization is using gen AI for digital commerce and enhanced experiences (mobile, kiosk, web)²⁶

²⁶ Total (global): n=3466; Question: What is your company's relationship to each of the gen AI use cases below?

“



AI plays a key role in our innovation strategy. Leveraging AI in sales channels represents a real lever in the acquisition of new customers by offering personalized journeys.”



Renaud Perard

Digital Director, Bouygues Telecom

Data-driven intelligence

AI-powered conversational insights are transforming raw customer conversations into actionable intelligence.

By using AI to help analyze the vast amount of text and voice data from sources like customer support calls, chatbot conversations, emails, and social media, companies can gain a deep understanding of customer needs, preferences, and pain points. These insights can help guide strategic business decisions and product enhancements, which in turn boost CX.

75%

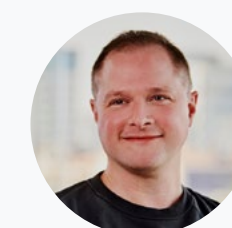
of executives reporting gen AI has resulted in meaningful impact to CX also report improved user satisfaction or Net Promoter Score (NPS)²⁷

²⁷ Executives reporting improved CX with gen AI solutions: 2024: n=921, 2025: n=2177; Question: In what ways did your company experience improved user experience as a direct result of gen AI?

“

 loveholidays

Gone are the days when we would conduct focus groups to understand what our customers really thought. Instead, we capture and categorize data on all customer interactions, chat and voice, that occur every day. We use these insights to shape our business strategy and decide where to invest resources.”



Eugene Neale

Director of Business IT & Conversational AI, loveholidays



03

Invest in the AI-ready future

The maturation of AI is also reflected in a shift in its funding.

Businesses are revising their priorities to align with the AI-first future—investment is growing, and a higher portion of AI budgets is being aimed at AI agent deployment.



AI technology is evolving quickly. A year ago, very few people were talking about AI agents and agentic AI at the enterprise level. With agentic AI as a positive disruptive force for our industry, we have to rethink processes for people and AI consumption—prioritizing agentic AI is about setting ourselves up for the future.”



Cristina Nitulescu
Head of Digital Transformation and IT,
Bayer Consumer Health



Top 5 business objectives to pursue with gen AI within the next 2–3 years



Total (global): 2024: n=1539, 2025: n=3466; Question: In light of recently completed gen AI initiatives, which of the following business objectives are you planning to pursue with gen AI within the next 2–3 years?



Overall AI spending is rising

AI is now a mission-critical enterprise investment—evidenced by two clear trends.

As technology costs fall, overall spending is rising. These new investments are increasingly funded by reallocating capital from non-AI budgets,²⁸ in addition to 26% mean percent of total annual IT spend already allocated for AI.²⁹



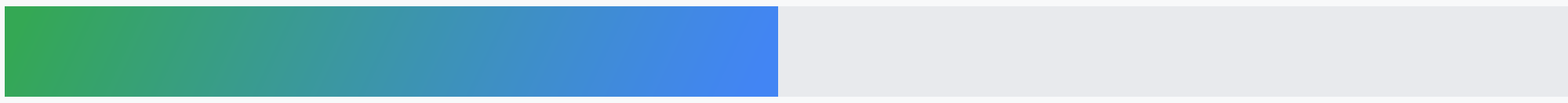
77%

report their organization's gen AI spend has increased as technology costs fall (not fielded in 2024)³⁰



58%

report their organization is allocating net new budget (without reducing other budgets) to fund gen AI investments (vs. 61% in 2024)³¹



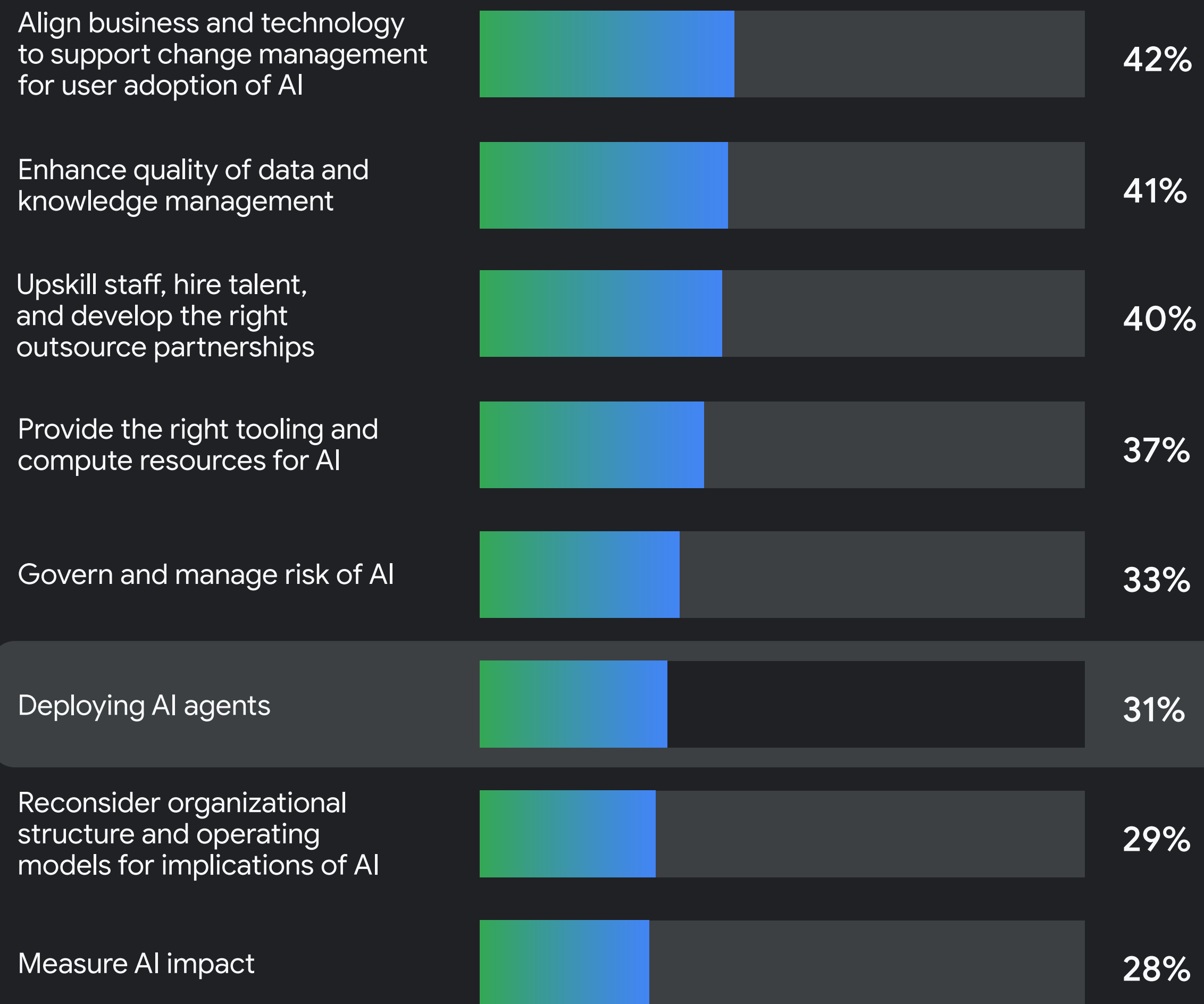
48%

are reallocating non-AI budget to fund gen AI investments (vs. 44% in 2024)³¹

²⁸ Total (global): 2024: n=1539, 2025: n=3466; Question: What is your approach to funding gen AI?
²⁹ Total (global): 3315; Question: What % of your total annual IT spend is allocated for AI? AI expenses would include talent, AI software licenses, AI hardware and infrastructure, AI application development. Please exclude data and BI analytics that are not directly using AI or ML.
³⁰ Total (global): n=3466; Question: Did the decreasing costs of AI technology (model training and operating) change your spending on gen AI?
³¹ Total (global): 2024: n=1539, 2025: n=3466; Question: What is your approach to funding gen AI?



Top investment areas to accelerate AI adoption



Total (global): 2025; n=3466; Question: Which of the following are the top 3 areas of investment to accelerate gen AI adoption within your organization?



COMMERZBANK 

At Commerzbank we prioritize AI use cases that promise the greatest ROI, enabling us to unlock significant cost savings.”



Oliver Dörler

Chief Data and AI Officer, Commerzbank



ROI continues to need C-suite sponsorship

The biggest returns come when AI is aligned to clear business goals.

The formalization of AI strategy is most evident in the stability and strength of executive sponsorship.

Similar to last year's [findings](#), C-suite sponsorship remains crucial for successful AI adoption. Executives who report their organization has comprehensive executive alignment are consistently more likely to see a tangible ROI from their AI initiatives.³²

³² Executives who report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives: 2024: n=540, 2025: n=1269; Question: In what timeframe do you expect gen AI to deliver return on investment (ROI) to the following areas of your business?

“



Leaders need to first decide what ROI means. It goes beyond financial returns. We have to ask if it's making people more efficient and building towards business objectives—really clearly define what we're trying to achieve.”



Eric Lambert

Vice President, Legal and Employment Counsel, Trimble



78%

of executives who report their organization has C-level sponsorship report seeing ROI now on at least one gen AI use case in 2025³³

“



C-level sponsorship is essential when rolling out any new technology. Leadership needs to understand what it is, how it works, and the impact it can have in order to secure the right resources and budget for success.”



Anaterria Oliveira
Vice President of Technology, Dasa

Even more telling is the significant increase in strong alignment between gen AI adoption and C-suite level sponsorship—which grew from 69% in 2024 to 73% in 2025.*³⁴

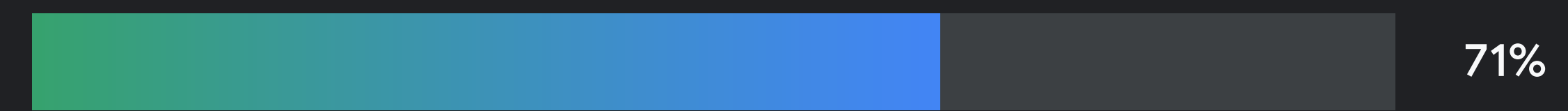
* Strong alignment indicates selecting either a 4 or 5 to the question “How is gen AI adoption connected to your organization’s business goals?”, with a 5 indicating “Comprehensive C-level sponsorship and clear corporate vision for gen AI objectives.”

C-level sponsorship strongly correlates with seeing ROI on gen AI

2024

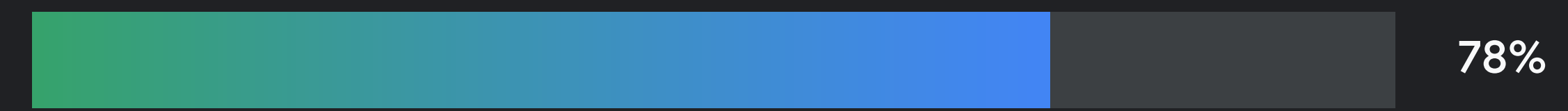


Orgs with comprehensive C-suite sponsorship

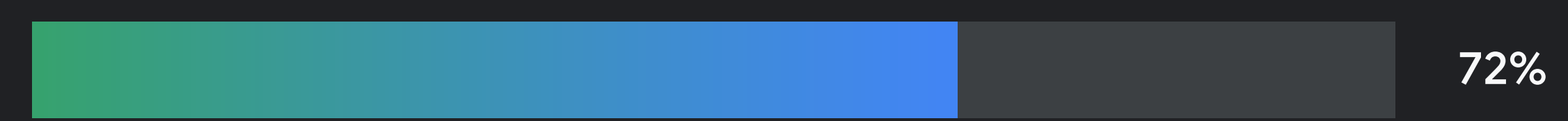


Orgs without comprehensive C-suite sponsorship

2025



Orgs with comprehensive C-suite sponsorship



Orgs without comprehensive C-suite sponsorship

Executives who report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives; Total (global) 2024: n=540, 2025: n=1269; Executives who do not report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives; Total (global) 2024: n=999, 2025: n=2197; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

³³ Executives who report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives: n=1269; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

³⁴ Total (global): 2024: n=1539, 2025: n=3466; Question: How is gen AI adoption connected to your organization’s business goals?



Key challenges to consider

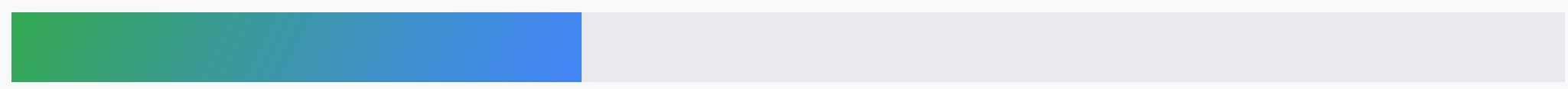
For many organizations, the top challenges with AI are rooted in the foundational work required to support them.

Overcoming the complexities of systems integration and meeting the high standards for data security represent the most significant hurdles. The solution lies in adopting a modern, integrated data strategy that prioritizes strong governance and security protocols from the start. This approach ensures that data is both accessible for innovation and secure throughout the entire AI lifecycle.

Over 1 in 3
indicate that data privacy and security is a top consideration for LLM providers³⁵

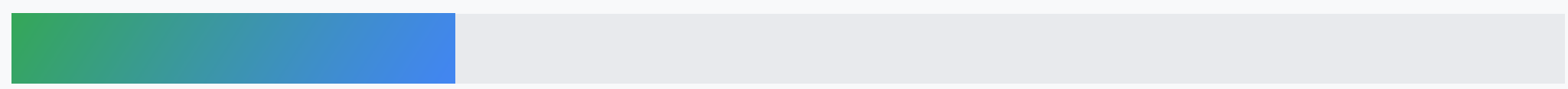
Top 3 factors in considering LLM providers³⁵

Data privacy and security



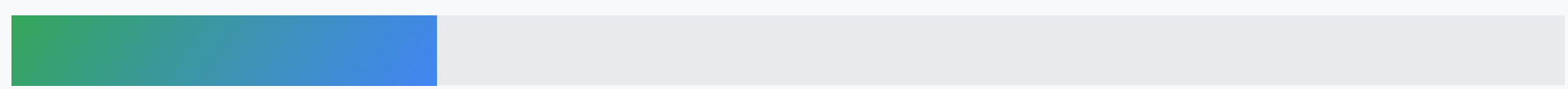
37%

Integration with existing systems



28%

Cost



27%

³⁵ Total (global): n=3466; Question: Which of the following factors are MOST important to your company when considering LLM providers?



“

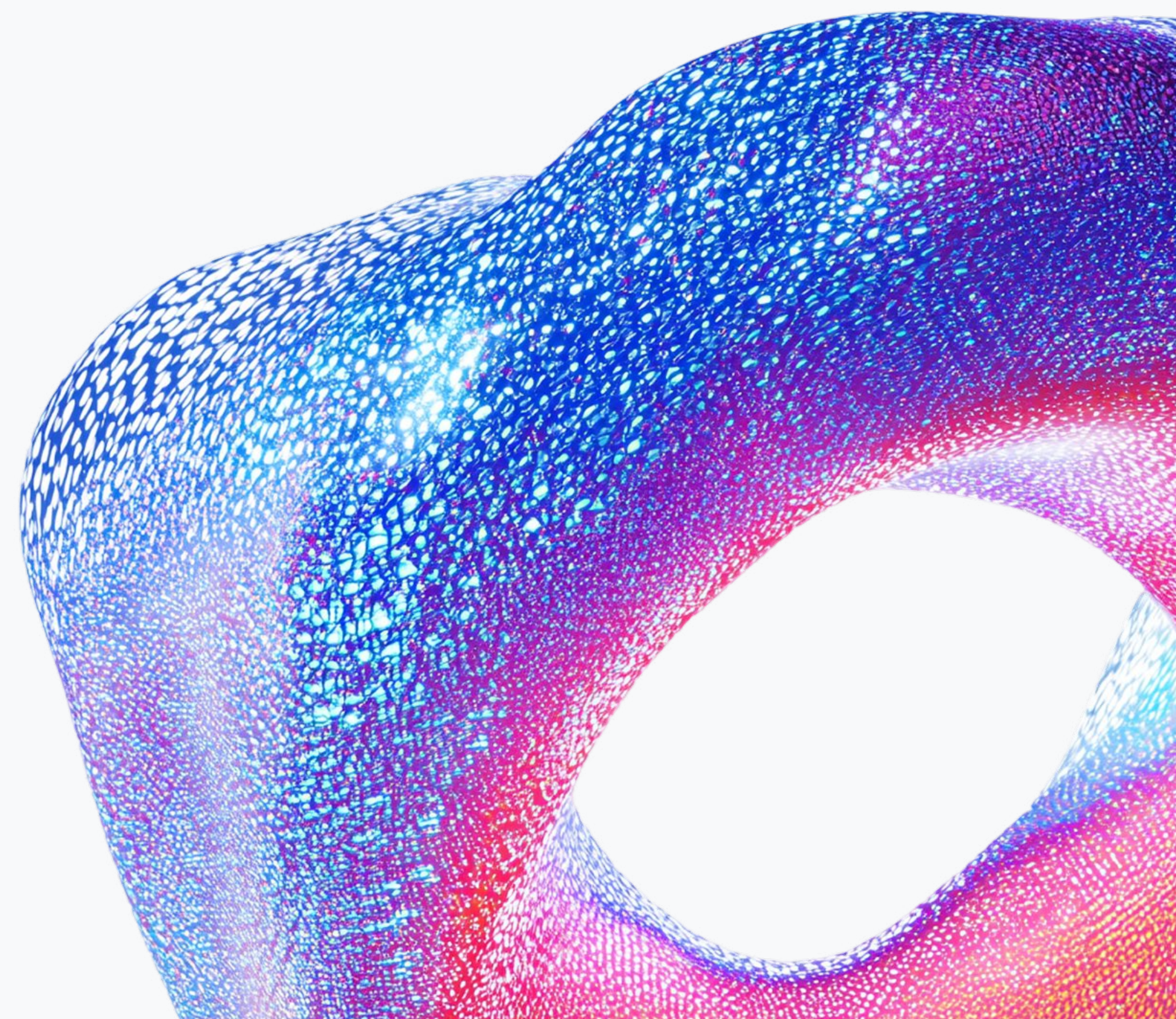
Deutsche Bank 

While everyone believes in their value, deploying AI agents while covering enterprise security, compliance, and other requirements is still tremendously difficult.”



Christoph Rabenseifner

Chief Strategy and Innovation Officer TDI and
Head of Corporate VC Group, Deutsche Bank





04

Your next steps

The AI agent ROI checklist

- ✓ **Find your executive champions.**
Cultivate C-suite sponsorship to advocate for AI initiatives, clear roadblocks, and align to results.
- ✓ **Demonstrate value to secure AI budget.**
Build a compelling business case for why AI deserves its own investment.
- ✓ **Create your AI rulebook now, not later.**
As AI use grows, so do the risks. Establish clear, enterprise-wide guidelines to secure your data, protect IP, and ensure compliance as you scale.
- ✓ **Start with the biggest wins.**
Not all AI projects are created equal. Focus your energy on building AI agents that can automate repeatable tasks to deliver clear ROI.

- ✓ **Build trust in AI from day one.**
First, get your data house in order with a robust data governance and enterprise security framework. Second, always keep a human-in-the-loop.
- ✓ **Give your AI agents the tools to be useful.**
For an AI agent to do the work, it needs access to your internal enterprise systems, like your CRM or Drive. Grant it secure, governed access.
- ✓ **Invest in your talent and internal AI education programs.**
The most successful companies don't just buy technology, they build skills.

Google Cloud

See where your business could realize ROI from AI.

[Get in touch](#)

[Share this report](#) 

