

Your quick start guide

Generative AI for the back office

Google Cloud



\$50–80B

Economic potential from improved internal processes due to gen AI tools (North America)¹

Smooth operations can make every part of your business better. But too often, critical back office processes are riddled with inefficiencies. Across industries, generative AI tools are already transforming internal operations — improving efficiency and productivity, reducing costs, enhancing employee experience, and mitigating risks — to create streamlined organizations.

For enterprises, gen AI can boost productivity, reduce costs, and mitigate risks. Gen AI can improve employee experiences, too — by automating repetitive tasks, assisting in providing personalized performance feedback to support development, and powering chatbots that resolve queries more quickly.

Up to
70%
automation of
business activities
from gen AI by 2030²

Not only that, gen AI can enhance customer experience through self-service chatbots, virtual assistants, and automated workflows. And it can help power accessibility and translation as well.

This guide explores the most promising use cases of gen AI for back office optimization and shares key considerations for starting your journey.

Help boost efficiency and productivity across your entire organization.

1. McKinsey. (2023). [The economic potential of generative AI](#).

2. McKinsey. (2023). [The organization of the future: Enabled by gen AI, driven by people](#).

Gen AI is already streamlining back office operations.

60-70%

of employees' time today, can be freed up by automation potential of those tasks by Gen AI, freeing up time for higher order and creative tasks³



In **accounts payable**, it can help improve the accuracy of invoice/PO matching across systems.



In **compliance and risk processes**, it can help improve document search/recall.



In **HR**, self-service bots can help manage internal employee inquiries and lower costs for help teams.



In **sales**, AI-powered assistance can help increase sales opportunities.



In **procurement contract management**, it can help reduce indemnification risk, improve terms, and lower supply chain risks.



In **business travel booking**, it can help improve employee experience through natural language tools.

3. McKinsey. (2023). [The economic potential of generative AI](#).

**Consider
these steps
to realize
value from
gen AI in
your back
office.**

- 1 Prioritize quick wins while laying strong foundations →
- 2 Know your gen AI technology providers →
- 3 Balance the risk-reward tradeoff →
- 4 Empower your people to capture value from gen AI →
- 5 Ensure safe governance and stewardship of customer data →
- 6 Be bold and responsible →
- 7 Plan for ubiquity and access →

Ready to go?

01 Prioritize quick wins while building a longer-term roadmap.

Today's businesses need to balance long-term growth against the need for quick ROI. Gen AI can help your enterprise achieve both.

Prioritize piloting and implementing gen AI in low-risk, internal facing back-office core tasks — especially those that are repetitive, time-consuming, and high-volume.

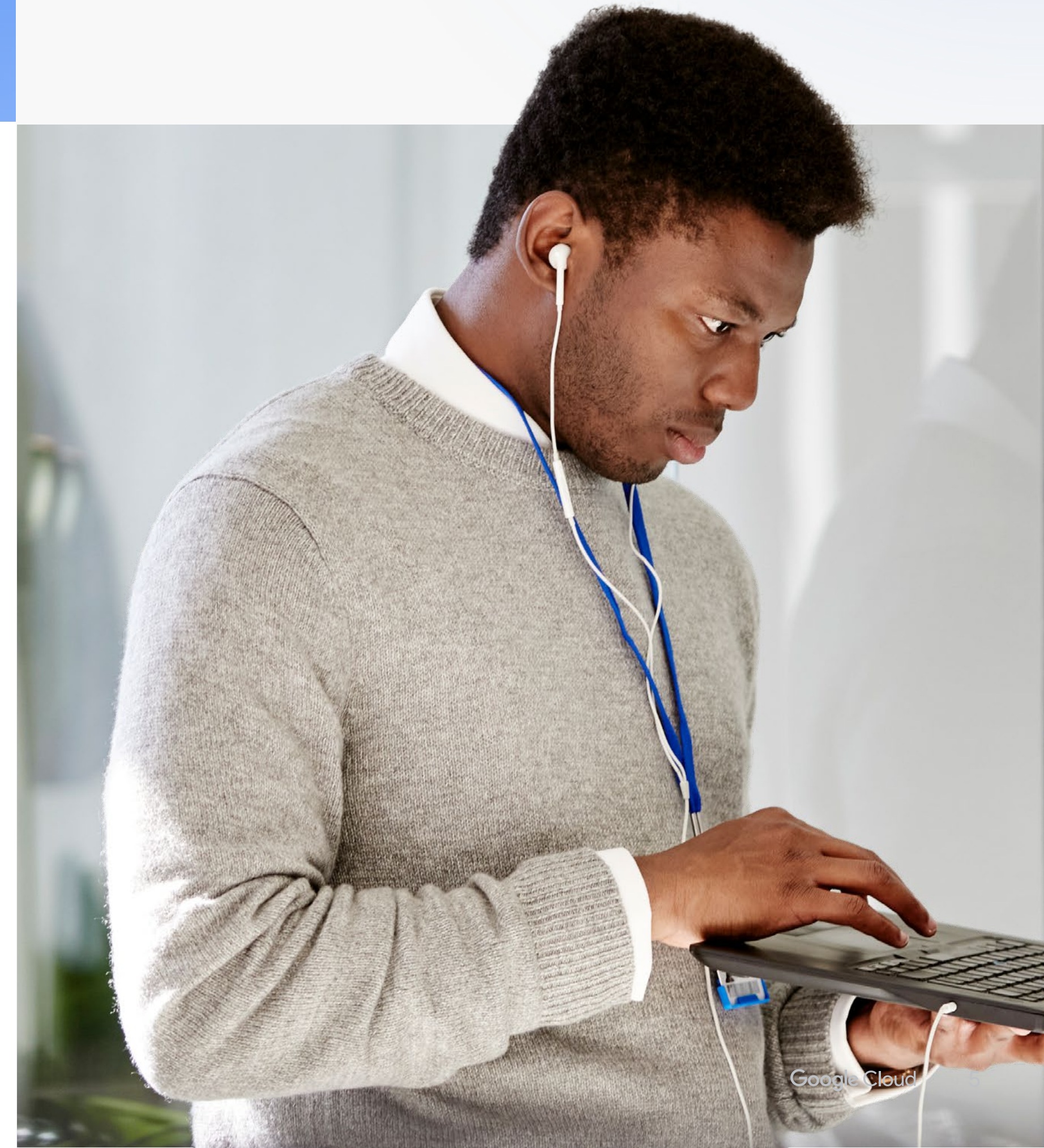
In parallel, identify use cases that require a longer lead-time to implement. Often these will be higher risk or require more technical investment. Build a business case to understand the P&L impact of this use case. Then, identify the technical and infrastructure requirements to implement it.

Implementing gen AI in this two-pronged manner delivers quick ROI for back-office core functions that will persist long-term. It's the first step towards boosting overall business value.

Powering productivity for developers

Turing, an AI-powered tech services company, uses Gemini to increase their developers' productivity. Turing's early experience with Gemini has been very promising, with productivity gains around 33%. The company is now trying out newer features, like indexing and debugging, which are expected to push productivity even higher.

Google Cloud's differentiated and enterprise-ready AI platform can help integrate gen AI into organizations' suite of back-office applications.^{4,5}



4. Google Cloud. (2024, January). [Grounding overview](#).

5. Google Cloud. (2024, January). [Google Cloud, Vertex AI search](#).

02 Know your gen AI technology providers.

Your gen AI implementation will only be as good as the technology it's built on. Start by identifying the technical assets, such as conceptual architectures and technical demos, that your gen AI will rely on.

Familiarize yourself with the gen AI solution's technical differentiation to determine where it can provide the most impact.

It's also important to consider how your solution will integrate with existing IT infrastructure and back-office systems to ensure seamless workflow and data exchange.

Consider creating a holistic gen AI tech stack to drive a broader impact. Single-provider gen AI ecosystems can enable organizations to respond to changing market conditions and build more quickly.

Easing analyst workloads

Bromwich announced a project with Google Cloud that will give customers a significant technical edge for detecting, understanding, and remediating cyber attacks. The company embedded Google Cloud gen AI throughout Symantec's portfolio, using natural language interfaces to generate more comprehensive and easy-to-understand threat analyses. Gen AI significantly improves analyst productivity, with answers available in seconds, not hours. It does 80% of the work, meaning analysts only have to focus on the last 20%.

[Read the full story](#)

03 Balance the risk-reward tradeoff.

All new technologies come with inherent risks. It's important to understand and assess the severity of risks associated with gen AI. These include concerns related to the use of proprietary data, bias that impacts hiring decisions, and model hallucinations that impact summaries of legal documents, for example.

Assessing these potential harms means building the right risk infrastructure — incorporating cross-functional perspectives to ensure robust AI governance.

Establish best practice controls and guardrails, and consider using technical approaches to proactively flag and filter outputs that violate policies. Seek input from communities early in the development process to develop an understanding of societal contexts. And finally, test early gen AI outputs with a variety of audiences, continuing to test and adjust regularly.⁶

[Adversarial security testing](#), also known as “red teaming”, is a stress-test approach to internally identify vulnerabilities to attacks. Google uses these “ethical hacks” to test its AI systems and support its new Secure AI Framework.

Google has Responsible AI tools for [learning interpretability](#) and [inclusivity parameters](#) to help AI practitioners create [inclusive outputs](#).



6. Google. (2023). [3 emerging practices for responsible generative AI](#).

04 Empower your people to capture value from gen AI.

Your people are your most valuable asset, so invest in them to make the most of gen AI technology. Although upskilling and process tweaks are an ongoing process, here are a few ways to get started.

Build a dedicated team to accelerate gen AI adoption⁷ — including an “action office” to oversee gen AI initiatives, cross-functional pods to implement specific gen AI use cases, and a technical foundation team to ensure a stable and secure platform.

Identify the biggest impacts from behavior and operational changes, and communicate the mindset shifts that will enable effective gen AI scaling.

Then, invest in gen AI change readiness and skills training so your employees can derive actionable insights. This should include reskilling as job roles transform — for example, strategic and lateral thinking, tech tool competency, gen AI prompt articulation, and creativity and innovation.

This learning never stops. Keep up to speed with fast-changing technology by adding a small team that is always engaged in proof-of-concept tests and tracking the latest research.

7. McKinsey. (2023). [How generative AI can boost consumer marketing](#).



05 Ensure safe governance and stewardship of customer data.

Take a proactive approach to data quality, security, and governance. Add interventions across the entire data lifecycle and establish data governance procedures for new types of data coming in.

With the regulatory landscape evolving quickly, actively monitor regulations to ensure compliance with new laws, and keep track of how your tech vendors are helping you comply.

For example, Google was one of the first in the industry to publish an [AI/ML Privacy Commitment](#), which states that customers should have the highest level of security and control over data stored in the cloud.



06 Be bold and responsible.

Take a holistic approach to responsible AI. Enact an organization-wide strategy and enterprise-wide controls that encourage thoughtful and safe adoption and scaling of new tools.

Establish a Center of Excellence as the single source of truth for internal policies around responsible AI. This function might focus on training modules for employees, handbooks, and stakeholder management.

And, to build trust and transparency, always explain when and how AI is used. For example, [Google watermarks images](#) generated by Google AI tools, and offers image markups for publishers to indicate when an image is AI-generated.

See Google's [responsible AI guidelines](#).



07 Plan for ubiquity and access.

This [new computing paradigm](#) uses more data, from more sources, in more flexible ways than ever. Choosing the right foundation models and tools will be critical.

Offer training in gen AI tools and techniques to a broad range of roles. Enable your teams to participate in rollouts and provide feedback, recognizing that new ideas can come from different parts of the organization.

And think about how gen AI can support your broader accessibility and inclusivity goals. For example, it can provide multimodal support — such as audio, video, assistance, and interfaces — to meet individual needs.



There's more to gen AI than back office operations.

Get tips for getting started with gen AI in these areas:



Customer service modernization



Web modernization



Developer productivity



Digital commerce

Time to take action with gen AI?

When a new technology moves as fast as gen AI, it can be hard to keep up. Google Cloud helps you solve for all the considerations outlined in this guide.

Our gen AI tools are backed with frameworks, tools, and governance structures to help you hit the ground running.



Contact us to set up time to discuss how to get started on your gen AI journey.