

Your quick start guide

# Modernizing your website with generative AI

Google Cloud



# \$130–240B

**Economic potential of gen AI in improved website capabilities (North America)<sup>1</sup>**

A personalized, immersive, and accessible website elevates your customers' experience with your brand. Generative AI not only delivers optimized content to your end-users, but also efficiencies for your organization — helping you get maximum business value from your investment.

For enterprises, gen AI revolutionizes content management, streamlines content generation, enhances web navigation, and improves self-service and deflection rates. All of these are factors that increase scalability and efficiency while personalizing user experiences.

# 76%

**of customers are more likely to purchase from brands that personalize search results<sup>2</sup>**

Content creators using gen AI reported saving 11 hours per week on average. Gen AI could also reduce volume of human-serviced contacts by up to 50%<sup>1</sup> — leading to a focus on higher-value work, greater job satisfaction, and more opportunities for innovation.

For end-users, gen AI enriches the website experience with intuitive search and smart chatbots, reducing effort and enhancing satisfaction. These smarter interactions streamline customer service and boost overall engagement.

In this guide, we explore the most promising use cases of gen AI for website modernization and share key considerations for starting your journey.

# Revolutionize customer experience with a gen AI-powered website.

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

2. McKinsey. (2023). [What is personalization?](#)

# Gen AI is already making its mark on the web experience.

## It helps:



### Streamline content generation.

- Create personalized content
- Scale and manage development
- Localize and translate content
- Continuously improve content with a 360° customer view



### Improve self-service and deflection rates.

- Improve customer steering with natural language understanding
- Deploy customer service chatbots
- Ensure factually correct answers from chatbots



### Enhance website navigation.

- Build next-gen search
- Embed virtual agents to handle chats
- Ground responses to customers in enterprise data

### It can all add up to:

- Better content personalization
- Improved customer engagement
- Increased brand safety and consumer trust
- Higher customer satisfaction and lifetime value
- Reduced operating costs

**Consider  
these steps  
to realize  
value from  
gen AI  
on your  
website.**

- 1 Build a seamless omnichannel customer experience, starting with your website at your brand home →
- 2 Leverage your data assets to understand your customers →
- 3 Focus on scalability and integration →
- 4 Empower your people to capture value from gen AI →
- 5 Continuously monitor and iterate for optimum performance →
- 6 Ensure safe governance and stewardship of customer data →
- 7 Be bold and responsible →
- 8 Plan for ubiquity and access →

**Ready to go?**



# 01 Build a seamless omnichannel customer experience.

Today's customers expect a seamless shopping experience across mobile and in-store — and your website is the linchpin of your brand's omnichannel experiences.

As the digital landscape evolves, gen AI is the key to cutting through the noise. Its real-time personalization improves customer satisfaction and converts at every stage of the customer journey. From improving customer outreach to fostering repeat visits and long-term loyalty,

implementing gen AI on your website is the first step towards boosting business value.

**Canva** uses Google Cloud's gen AI language translation to translate presentations, posters, social media posts, and more into over a hundred languages.

[Read the full story](#)

# 73%

of business leaders say customer service and chatbots are a priority gen AI use case for 2024<sup>3</sup>



3. Pre-event survey of 113 Google Cloud Next '23 Leaders Circle attendees



# 02 Leverage your data asset to understand your customers.

You may have been collecting data for years. But have you been using it to its full potential?

Gen AI has the opportunity to unlock previously dormant data sets by merging unstructured and structured customer data — such as integrating customer service interactions with item purchase dates.

This integration enables a comprehensive understanding of customer needs and behaviors, transforming various data types into valuable asset.

Break down your data silos and get your data ready to unlock the value of gen AI.





# 03 Focus on scalability and integration.

You want your website to deliver results for your organization today — and well into the future. It's imperative to align on goals and key use cases, keeping scalability and integration at front of mind.

Integrating gen AI tools seamlessly with your existing web development stack and APIs — such as inventory management and CRM — powers operational performance. For smooth sailing, make

sure to review your reference architecture and implementation checklist, too.

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.

Google Cloud's unified platform provides tools and solutions across your tech stack — to build gen AI-powered experiences that meet users where they are.





# 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 adoption<sup>4</sup> — 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 skills training so your employees can derive actionable insights. Coaching around prompt generation, when to leverage AI tools, and how to use them safely in customer-facing environments will be critical to effective deployment of these new tools.

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.

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





# 05 Continuously monitor and iterate for optimal performance.

You're always looking to serve your customers in new ways. Gen AI is your ever-evolving toolkit to do just that. You'll need to monitor, evaluate, and iterate to make sure your website is meeting the latest customer needs.

Establish built-in processes to track performance and impact of gen AI initiatives. Designate dedicated personnel for the ongoing refinement of the system to ensure that there's a focused effort on evaluating what's working, identifying areas needing improvement, and fine-tuning strategies.<sup>5</sup>

Develop a dynamic dashboard to continuously track and measure progress. This involves closely monitoring key metrics such as sales figures,

customer engagement, sentiment analysis, and satisfaction levels — ensuring a real-time view of your gen AI's effectiveness.

Ensure a human is in the loop where necessary to make sure your outputs from gen AI are factually grounded and adhere to brand guidelines.

And as AI plays a bigger role in website functionality, users will want to understand how AI algorithms make recommendations and personalize content.<sup>6</sup> Transparent user interfaces will be crucial.

**Both predictive and generative sentiment analysis need guardrails.**

Google Cloud's sentiment analysis tool on Dialogflow and model evaluation tool on Vertex AI can help.



5. Google Cloud. (2024, January). [Building a data-driven retail strategy with Google Cloud](#).

6. Google. (2023). [Google I/O 2023: Making AI more helpful for everyone](#).



# 06 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.





# 07 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](#).





# 08 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 website modernization.

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



**Back office**



**Developer productivity**



**Customer service modernization**



**Digital commerce**



# Time to take action with gen AI?

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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.