

# Personalize customer experiences and boost efficiency with Kyndryl and generative AI on Google Cloud

## Customer challenges

Customer experience is a critical element in maintaining competitive advantage. By personalizing interactions with their customers — whether in the form of marketing content, offers or support services — businesses can boost response rates, increase conversion and enhance loyalty.

Organizations are seeking more efficient, flexible and scalable ways to add a personal touch to customer interactions, enabling them to focus their resources on innovation.

However, achieving personalization at scale has historically been costly and difficult. In particular, understanding and anticipating customer needs is challenging without the right tools.

## Solution highlights

According to a Gartner poll, 70% of organizations are exploring the use of generative AI, and the primary focus of their investment in this technology is to enhance customer experience and retention.

## Personalized content

The Kyndryl Generative AI Navigator is designed to accelerate generative AI development by providing a unified control plane for the entire AI lifecycle. It addresses key challenges such as data quality, resource allocation, privacy, and integration with legacy systems. The Navigator offers features like centralized AI governance, cost optimization, accelerated model selection, automated design blueprints, and privacy compliance. It supports organizations through discovery, prototyping, development, deployment, and ongoing management, ensuring a streamlined and efficient generative AI journey.



Working with Kyndryl, organizations can adopt Google Cloud Generative AI solutions to create highly personalized interactions by analyzing customer data and predicting preferences. For example, an AI-driven recommendation engine can suggest products or services to fit each customer profile, potentially enhancing their satisfaction while driving higher conversion rates and loyalty.

Google Cloud's Generative AI technologies can automate time-consuming and resource-intensive content creation, enabling organizations to craft high-quality, contextually relevant content quickly and at practically unlimited scale. This can help businesses maintain a steady flow of personalized content while freeing up their creative teams to focus on bigger-picture strategy and innovation.

### **Optimized support**

By working with Kyndryl to deploy AI-powered chatbots and virtual assistants on Google Cloud, organizations can provide timely and effective customer support at vast scale without compromising on quality.

These chatbots and assistants can handle a broad range of customer service and support tasks, from answering common questions to resolving issues. Operating around the clock and in multiple languages, they can provide immediate assistance to global customers and help keep skilled human agents free to focus on solving more complex problems, improving overall support efficiency.

### **Accelerated innovation**

With Google Cloud Generative AI solutions, organizations can stay ahead of their competitors by innovating and adapting to market changes faster. AI-driven simulations and modeling can accelerate product development cycles, while machine learning algorithms can uncover new market opportunities and help drive sustained growth.

### **Enhanced scalability**

The cloud-based nature of Google's Generative AI solutions means that they can grow in line with changing demands and market conditions. Offering easy integration into existing systems, the solutions can expand and adapt to each organization, enabling rapid responses to new opportunities or challenges.

## **Customer outcomes**

By engaging Kyndryl to help them deploy Google Cloud Generative AI solutions, organizations can tap into deep technology expertise and practical real-world experience to achieve a rapid return on their investment.

With these joint solutions from Kyndryl and Google, organizations can:

### **Generate compelling content at the click of a button**

Generate text, code, images, videos or music quickly and multi-modally, enabling personalized content at scale while maximizing employee productivity.

### **Make online interactions conversational**

Improve customer experience by making online interactions more natural, conversational and rewarding — without needing to add staff resources.

### **Provide insights into complex data**

Improve time-to-value when navigating and extracting insights from large volumes of complex data.

### **Customize foundation models**

Customize large-language models (LLMs) and incorporate state-of-the-art generative capabilities natively into your own internal machine learning platforms.

Kyndryl offers a proven path to implementing generative AI solutions based on Google Cloud technologies. Our technology and consulting skills enable us to help customers smoothly adopt generative AI and achieve a rapid return on their investment.



# Why Kyndryl

Kyndryl's strategic partnership with Google Cloud delivers exceptional solutions to customers.

As the world's largest IT infrastructure services provider, Kyndryl designs, builds, manages and modernizes the complex, mission-critical information systems that the world depends on every day. Our 90,000+ employees serve over 4,000 customers in more than 60 countries around the world, including 75 percent of the Fortune 100.

## Joint offerings

Kyndryl and Google Cloud provide joint data modernization, data platform management and data advisory services. Together, we deliver integrated solutions across infrastructure and data center modernization, data and analytics, and applied AI.

## Joint innovation center

Our joint innovation center enables accelerated digital transformation and shorter time to value through customer-focused innovation investments that drive faster business outcomes. Together, we maintain a curated set of assets and tools to deliver differentiated solutions to customers.

## Joint delivery

Our delivery teams combine experts from both Kyndryl and Google Cloud professional services.

We apply our joint expertise in data and analytics, applied AI and infrastructure modernization to help customers gain fresh insights and drive optimized business outcomes.

## Google Cloud technical eminence at Kyndryl

Kyndryl professionals are constantly focused on boosting their skills through certifications on Google Cloud. Our internal Google Cloud Center of Excellence works with our customized Google Cloud Academy to keep our professionals at the top of their game.

## Next steps

For more information go to the [Kyndryl and Google Cloud alliance](#) page. Or visit [kyndryl.com](https://kyndryl.com)



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