



The ROI of AI

in retail and CPG

How AI agents are helping
engage shoppers across
every touch point.

Methodology

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

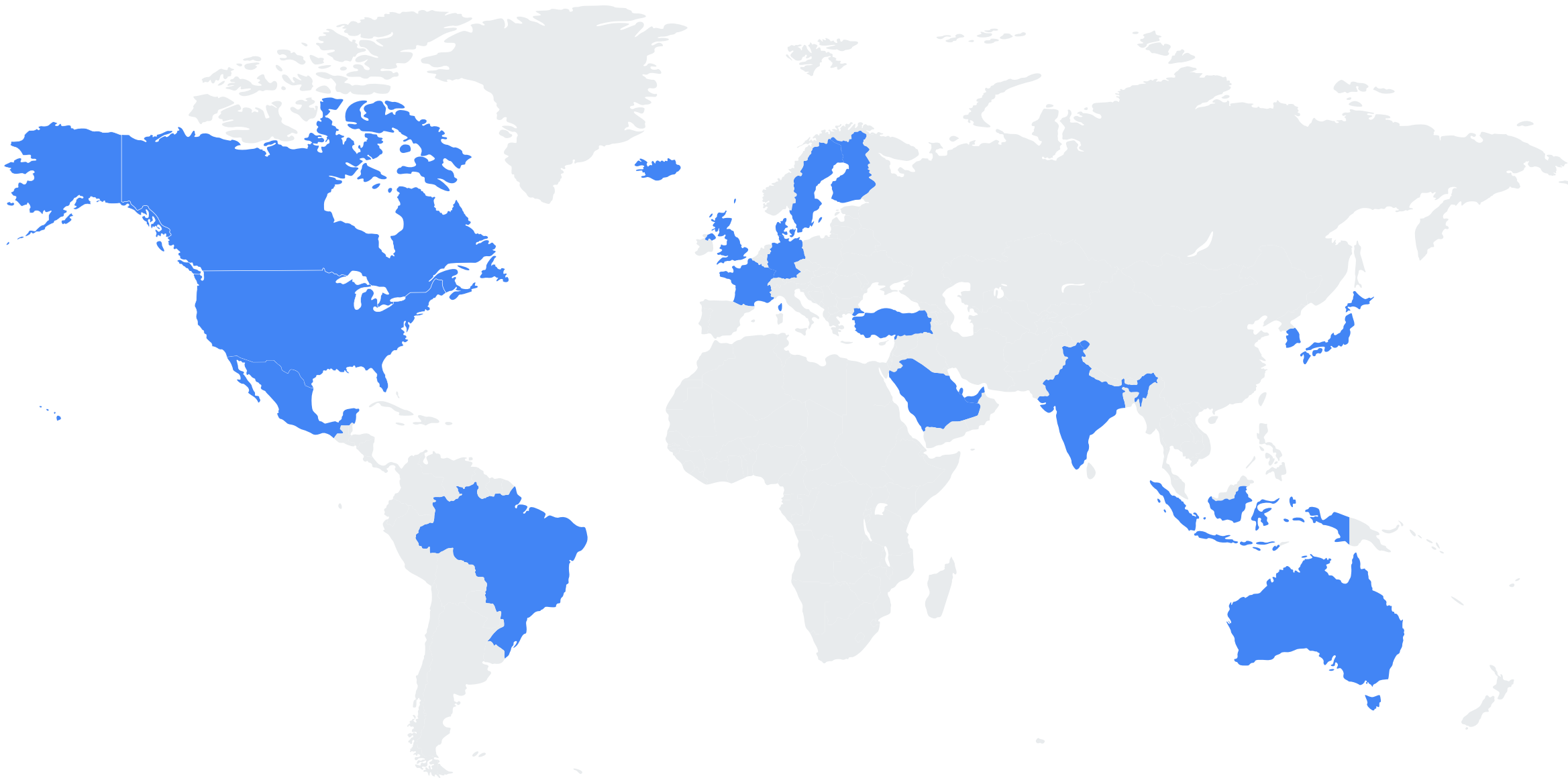
585 leaders of global retail and consumer packaged goods (CPG) companies:

- 150 CEO, CIO
- 175 CFO, CMO, CTO
- 161 CISO, CDO, CSO, COO, Director of Digital Strategy, VP of IT
- 99 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	195	France	30	Australia	17	Brazil	57	UAE*	5
Canada	34	Nordics	32	South Korea	18	Indonesia	16	Qatar*	1
UK	29	Japan	20	Taiwan	18	Saudi Arabia*	4		
Germany	31	India	18	Mexico	51	Turkey*	9		

* Markets shown in aggregate as MEA region

Executive summary

Our second annual survey of senior leaders in retail and CPG reveals continued ROI from their gen AI initiatives, along with a new focus on agentic AI projects.

Historically, agentic systems have been difficult to implement, requiring laborious, rule-based programming or highly specific training of machine-learning models. Gen AI changes that.

In fact, over half of executives are already leveraging AI agents. The use cases span a spectrum of complexity—from single-task agents to multi-agent systems that can take actions on your behalf and under your control. And while this technology is already helping people get more done, many companies are still in the early phases of agentic maturity.

For retailers and CPG brands this trend marks a clear acceleration from planning to action, and using AI to engage consumers wherever they are—streaming, scrolling, and searching.



Carrie Tharp

VP, Global Solutions & Industries, Google Cloud



51%

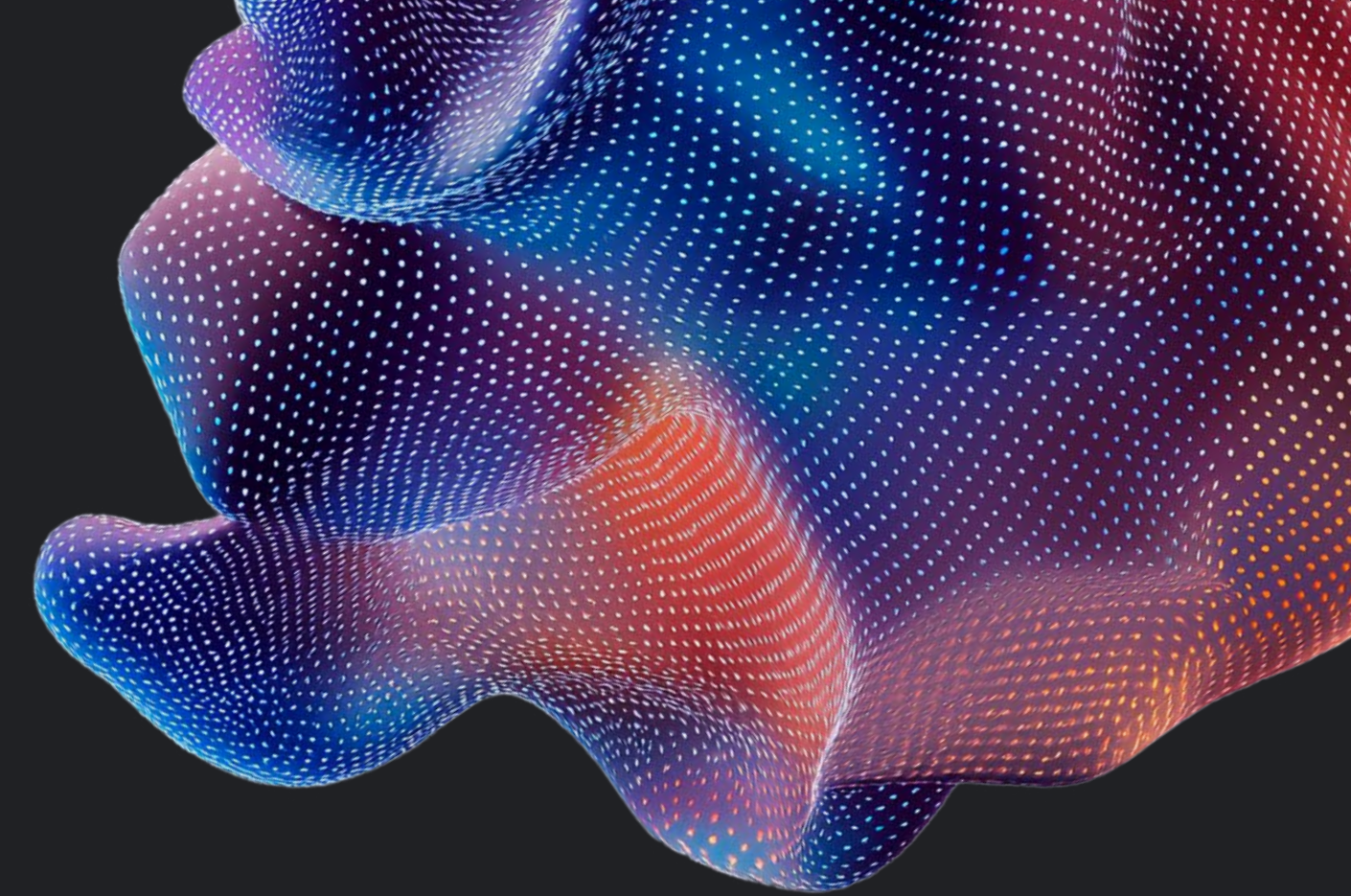
of retail and CPG executives report their organization is leveraging AI agents¹

* Unless otherwise noted, all statistics in this report are derived from the retail and CPG executive survey and only include those who are using gen AI in production.

¹ Retail and CPG executives: n=585; 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?



Key insights in retail and CPG



51%

A horizontal progress bar with a red-to-orange gradient, filled to represent 51% of the total length.

of executives report their organization has adopted AI agents in production²

47%

A horizontal progress bar with a yellow-to-green gradient, filled to represent 47% of the total length.

of executives report their organization is allocating over 50% of their future AI budget to AI agents³

#1

A horizontal progress bar with a green-to-blue gradient, filled to represent 100% of the total length.


concern for executives is data privacy and security when evaluating LLM providers⁴

² Retail and CPG executives: n=585; 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?

³ Retail and CPG executives: n=564; Question: What % of your future AI budget is being allocated to agents?

⁴ Retail and CPG executives: n=564; Question: Which of the following factors are MOST important to your company when considering LLM providers?

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01

The agentic shift

AI agents have arrived

The breadth of agentic AI adoption in the retail and CPG industry is striking.

Implementations range from gen AI-powered chatbots that answer questions, to single-task agents focused on a specific function like creative assistance, to sophisticated multi-agent systems that combine advanced AI models with access to tools so they can take actions on your behalf, under your control.



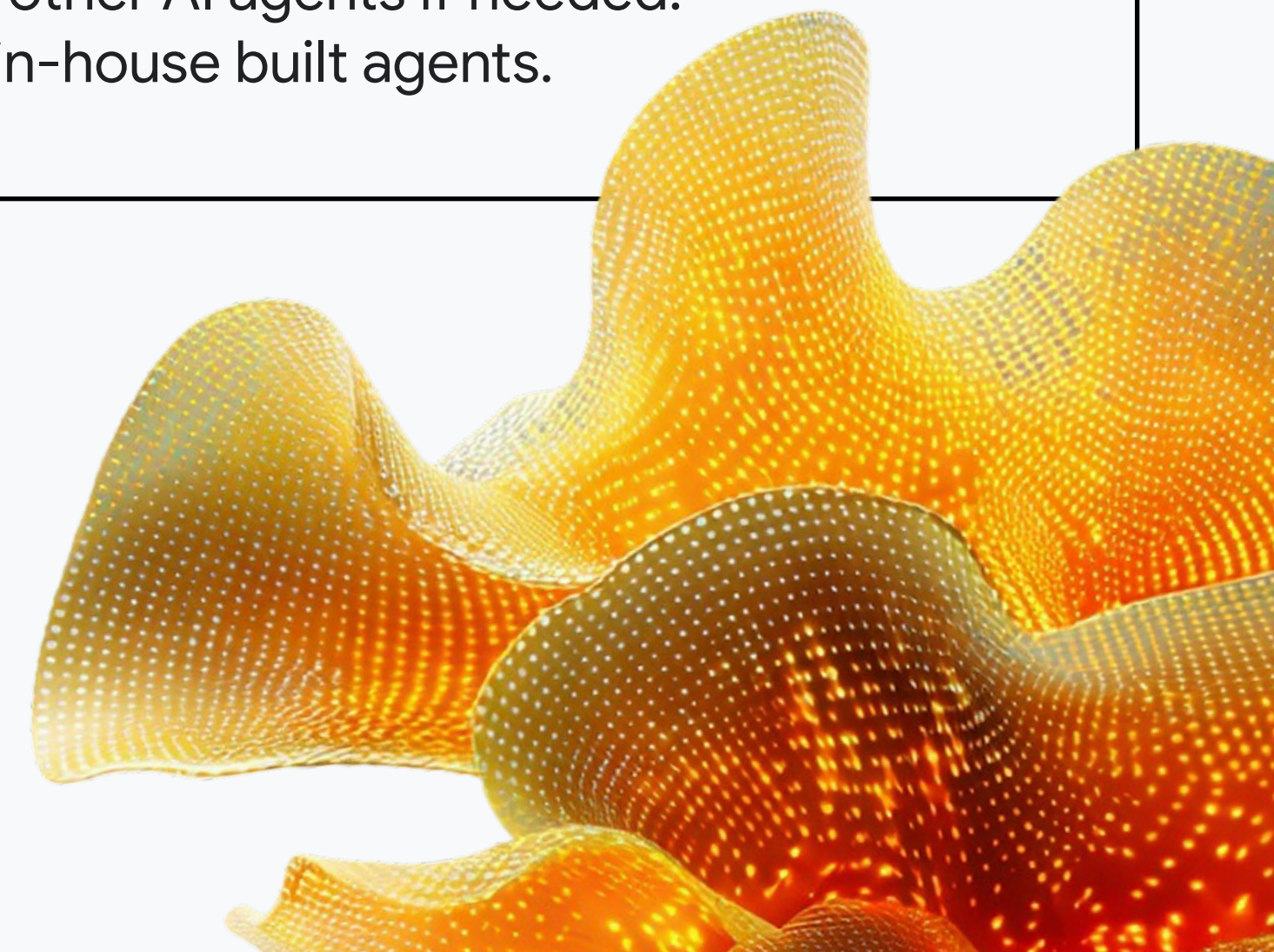
51%

of retail and CPG executives whose organizations use gen AI also have adopted AI agents in production⁵

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.

⁵ Retail and CPG executives: n=585; 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?



Levels of AI agent maturity

Level 1

Simple tasks

Chatbots

Information retrieval

Image generation

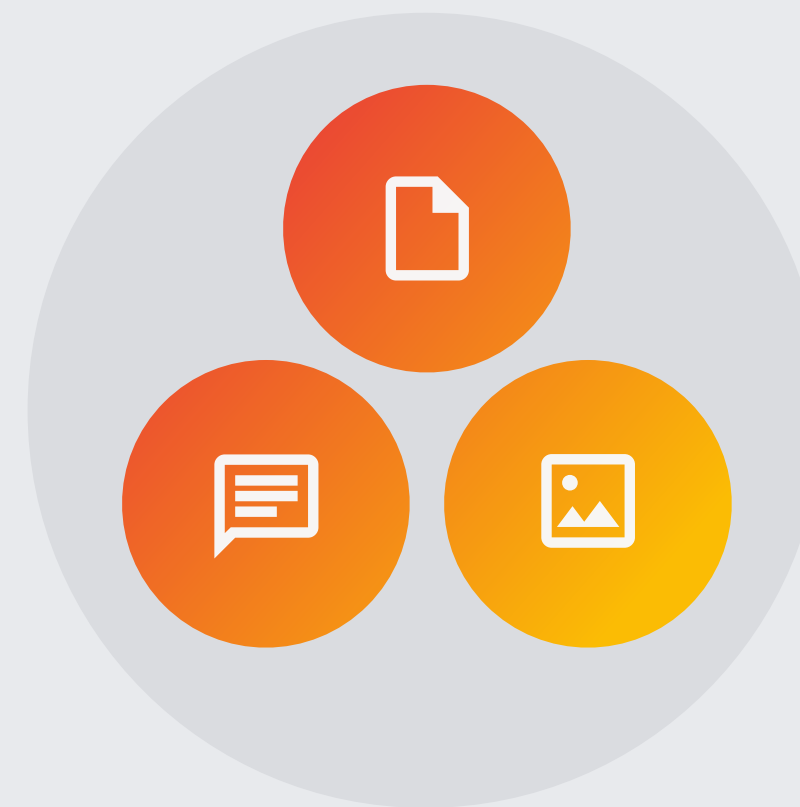


Level 2

AI agent applications

Customer service AI agents

Creative agents



Level 3

Multi-agent workflows

Agentic workflows

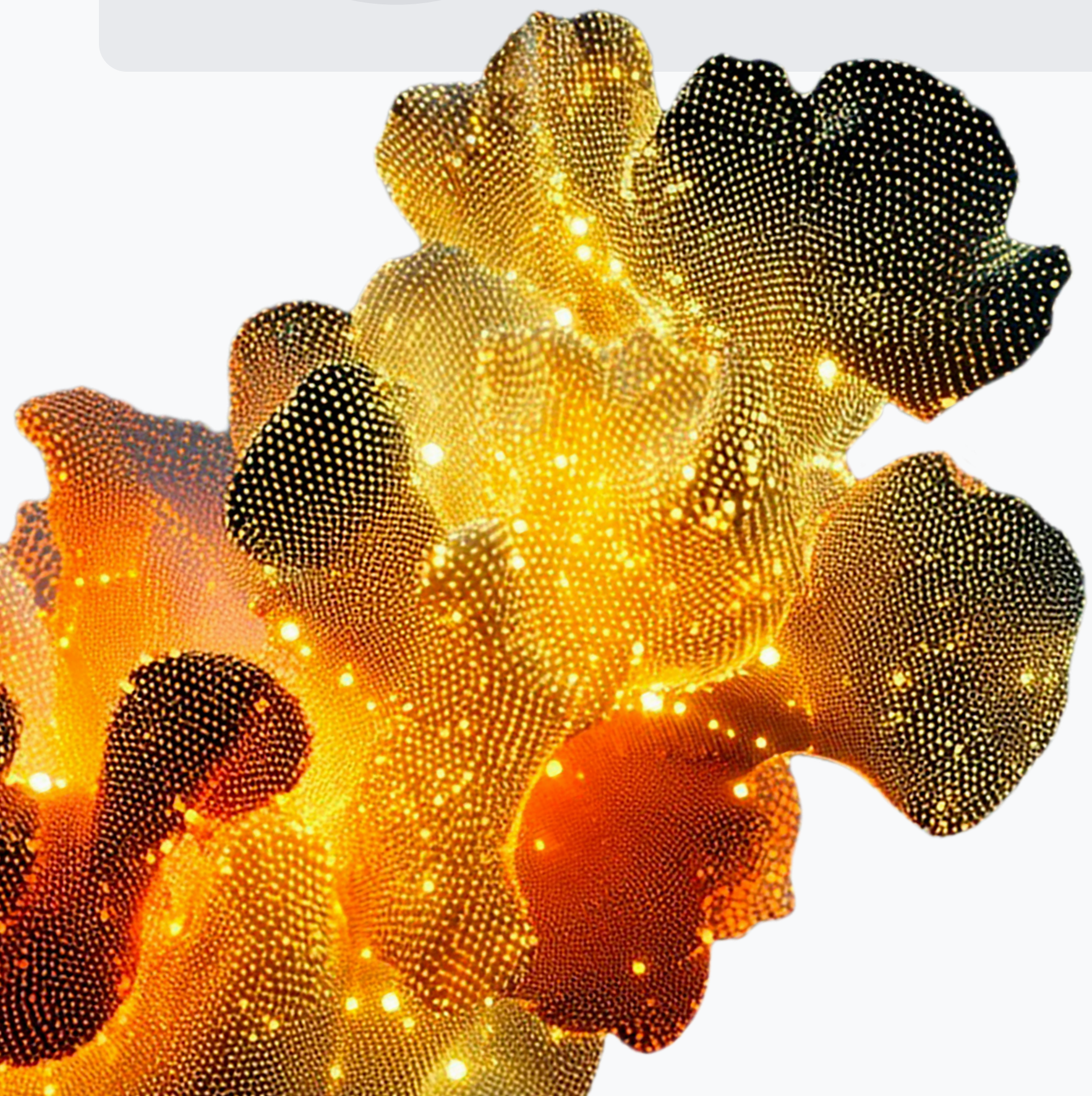
Agent orchestration



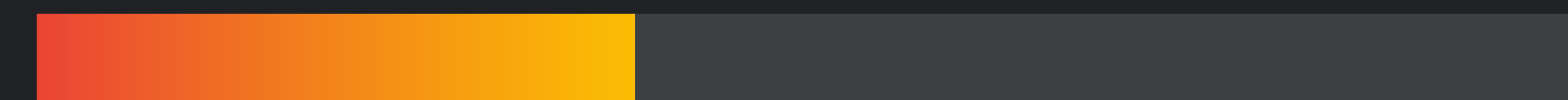


37%

of retail and CPG executives say their organization has launched more than 10 AI agents⁶

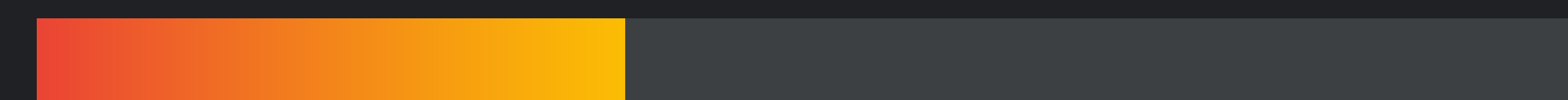


How AI agents are being used⁷



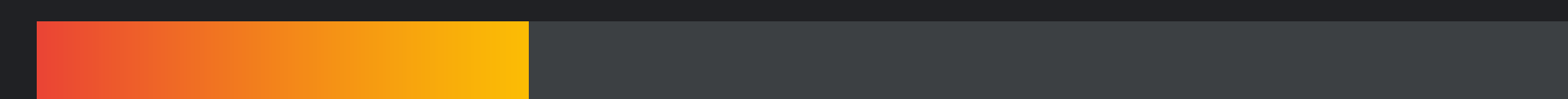
39%

use them for quality control



38%

use them for supply chain and logistics



32%

use them for digital fraud prevention

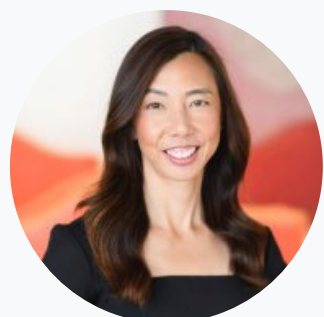
⁶ Retail and CPG executives: n=585; Question: How many AI agents does your company currently have deployed in production across your organization?
⁷ Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?



“



AI agents are applicable across a wide variety of use cases, and I believe every business has workflows where agentic AI can deliver meaningful value. It accelerates existing processes, driving measurable business impact.”



Fiona Tan
CTO, Wayfair

Agentic AI use cases in action

AI agents are now actively tackling core challenges in retail and CPG.

Customer service and experience (47%), marketing (44%), and security operations and cybersecurity (41%) are leading the way.⁸ These areas closely align with business objectives—customer service directly influences retention and sales, marketing directly drives conversion, and robust security builds essential trust.

Beyond these, industry-specific use cases such as quality control (39%) and supply chain and logistics (38%) also demonstrate high adoption. Interestingly, despite their critical importance, digital fraud agents (32%) have lower, though still significant, adoption.⁹

Other retail-specific agents that often hit the headlines—such as visual merchandising, omnichannel operations, or shopping advisors—are not as widely adopted.¹⁰ These specialized agents often have unique data requirements or integration complexities that inhibit uptake.

Yet they won't be far away. As the early use cases with agentic AI prove their worth, retail and CPG organizations can start laying the foundations for these more complex, industry-specific AI use cases.

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For humans, time is invaluable. AI can amplify people's work to save that time. We're entering an era where humans and machines will have a truly symbiotic relationship.”



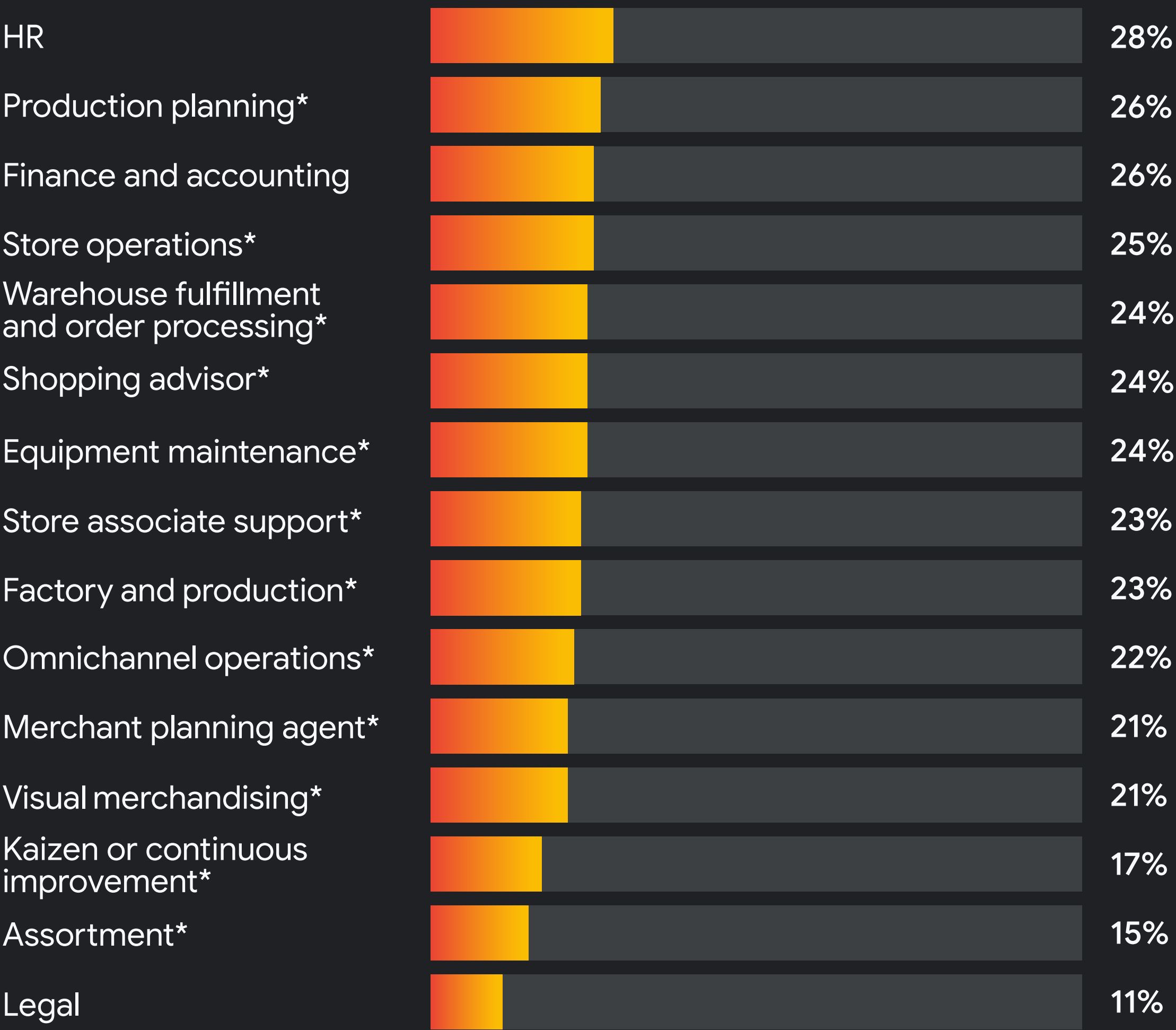
Velit Dunder

VP of Global eCommerce, Radisson Hotel Group

⁸ Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?
⁹ Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?
¹⁰ Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?



Top AI agent use cases in retail and CPG



Among retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?
*Use cases specific to retail and CPG industry



“



Regardless of the industry or your customer base, your competitors will use AI agents. Therefore, you must find a way to use it to your competitive advantage.”



Peter Laflin

Data & Analytics Director, Morrisons



The ROI of AI agents

AI agent use cases already show ROI in customer service and experience (33%), marketing (32%), and security operations and cybersecurity (26%).¹¹

Notably, supply chain and logistics stands out as the top industry-specific use case delivering ROI, ranking fourth overall.¹² The ability of AI agents to optimize complex operations—from predictive demand forecasting and inventory management to efficient route planning and warehouse operations—can positively impact costs and delivery speeds.

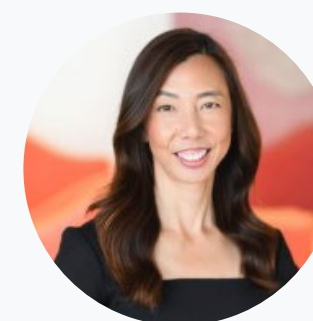
¹¹ Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: Which of the AI agent types that your company has deployed have seen ROI?

¹² Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: Which of the AI agent types that your company has deployed have seen ROI?

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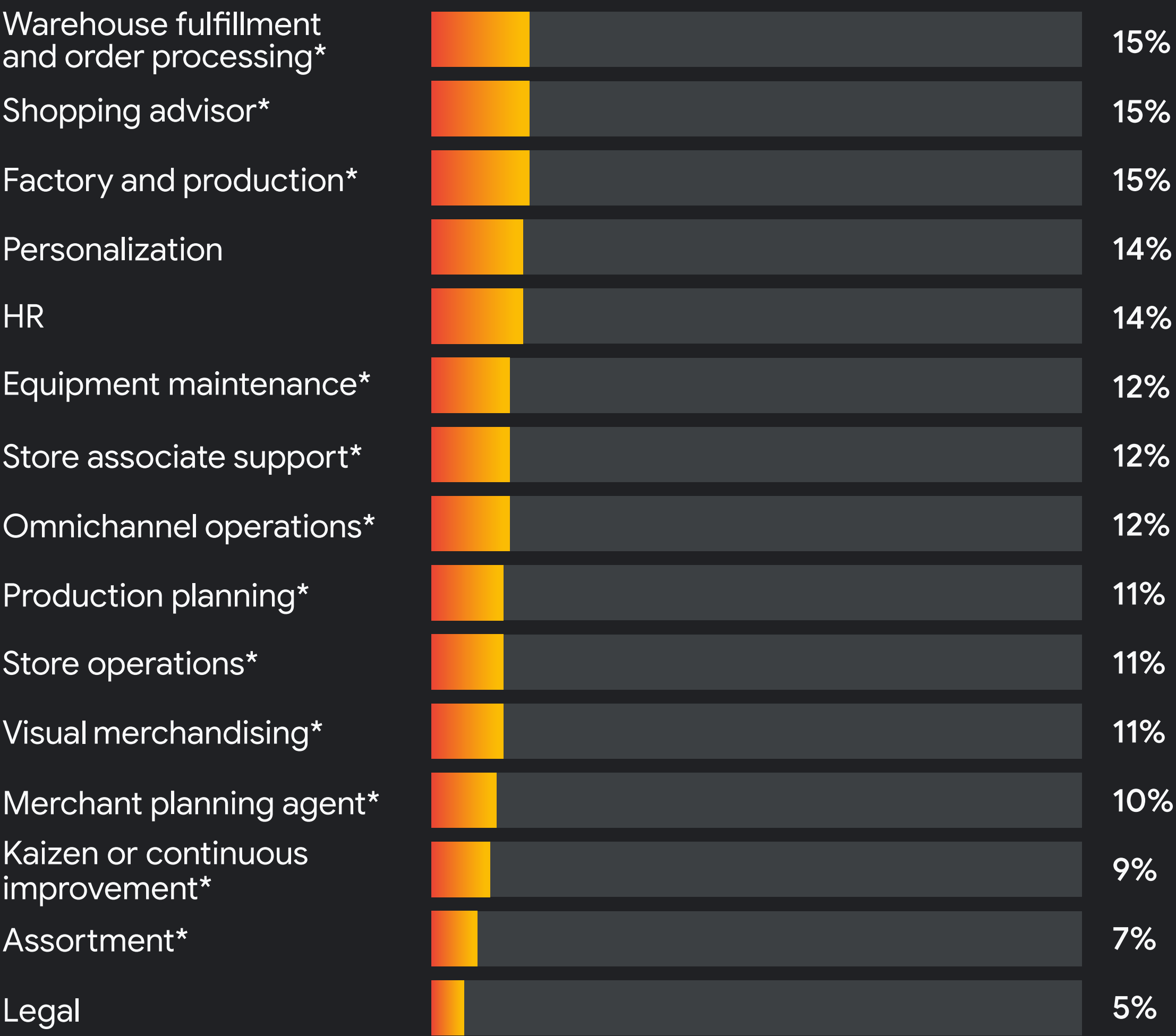
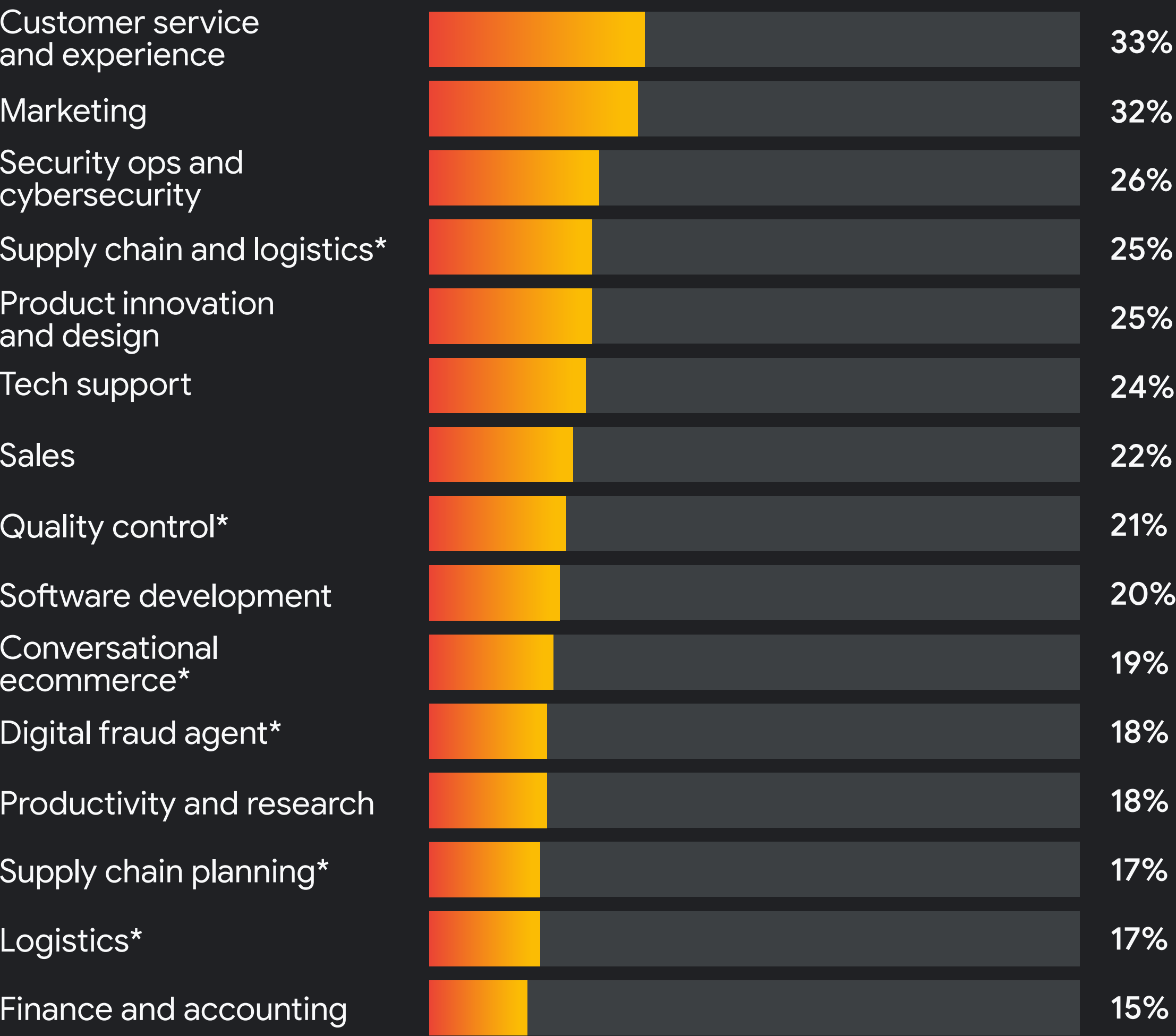
For maximum impact, focus AI agents on your most complex and friction-filled processes—this is where you’ll unlock the greatest value.”



Fiona Tan
CTO, Wayfair



Top AI agent use cases that have already shown ROI



Among retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: Which of the AI agent types that your company has deployed have seen ROI?
*Use cases specific to retail and CPG industry



02

5 proven areas where AI is delivering ROI

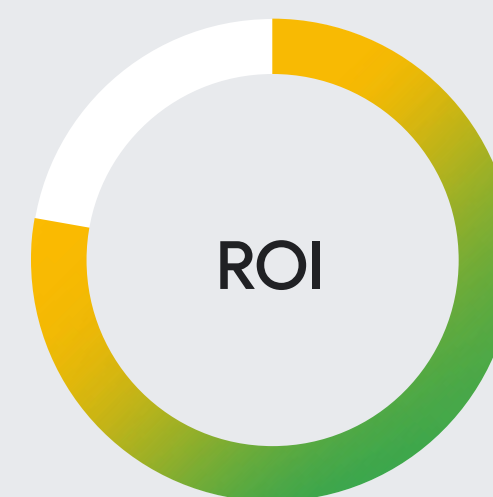


While AI agents represent the new frontier, the foundational value of gen AI continues to deliver compounding returns.

Our research shows five key areas where gen AI continues to drive significant impact for retailers and CPG brands. While 2024 proved gen AI's real-world impact, 2025 is all about building on that success.



Our survey assessed the direct value of gen AI across key areas using these 3 measures:



78%

report ROI now
(vs. 75% in 2024)¹³



31%

of those reporting
increased revenue estimate
gains of more than 10%
(vs. 30% in 2024)¹⁴



54%

note their average time to
market from idea to use case
in production is between 3–6
months (vs. 50% in 2024)¹⁵

¹³ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

¹⁴ Retail and CPG executives reporting increased revenue from gen AI solutions: 2024: n=103, 2025: n=244; Question: (1) In what ways did your company experience business growth as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly increase overall annual company revenue?

¹⁵ Retail and CPG executives: 2024: n=248, 2025: n=584; Question: What is the average time to market from idea to use case in production?



Top gen AI impacts across business areas

Business benefits are used to measure the health of technology transformation initiatives and serve as leading indicators of financial performance.

01

Productivity

72%

of retail and CPG executives report improved productivity from gen AI (+1pp YoY)

02

Customer experience

68%

report improved customer experience from gen AI (+11pp YoY)

03

Marketing

59%

report meaningful impact to marketing from gen AI (new to 2025)

04

Business growth

56%

report business growth from gen AI (-2pp YoY)

05

Security

49%

report security improvements from gen AI (-6pp YoY)

Among retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?



Productivity

Retail and CPG organizations report tangible improvements in gen AI-driven productivity.

Among those reporting increased productivity, executives indicated a jump in non-IT staff productivity as well as faster time to market.¹⁶

In an industry driven by dynamic consumer preferences, this reflects AI's growing role across the entire operational journey, from supply chain to customer fulfillment—ultimately driving efficiency and market responsiveness.

However, fewer executives reported that productivity at least doubled. This may suggest that while broad productivity gains are easier to achieve, the leap to doubling efficiency requires deeper, more complex integrations that organizations are still navigating.

72%

report gen AI has improved productivity (vs. 71% in 2024)¹⁷

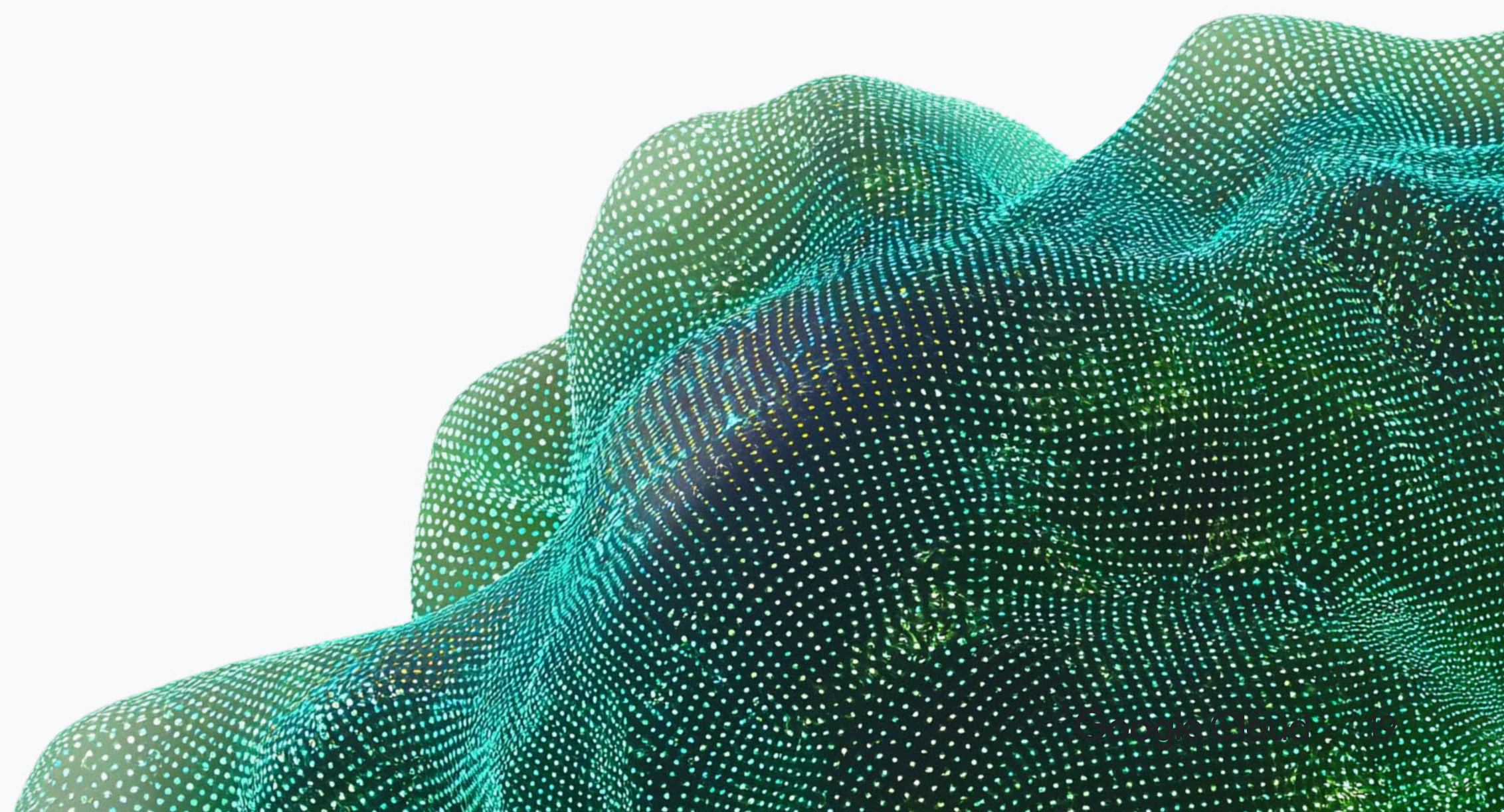
34%

indicate their employee productivity at least doubled as a result of gen AI (of those reporting increased organizational productivity) (vs. 47% in 2024)¹⁸

¹⁶ Retail and CPG executives reporting improved productivity from gen AI solutions: 2024: n=176, 2025: n=409; Question: (1) When gen AI helped your employees increase productivity, what was the approximate average % increase in their productivity over a sustained period of time (e.g., several months)? (2) In what ways did gen AI directly increase productivity for your company?

¹⁷ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

¹⁸ Retail and CPG executives reporting improved productivity from gen AI solutions: 2024: n=177, 2025: n=421; Question: When gen AI helped your employees increase productivity, what was the approximate average % increase in their productivity over a sustained period of time (e.g., several months)?



Improved employee productivity resulting from gen AI solutions



Among retail and CPG executives reporting improved productivity from gen AI solutions: 2024: n=176, 2025: n=409; Question: In what ways did gen AI directly increase productivity for your company?

Key area where AI is driving ROI

39%

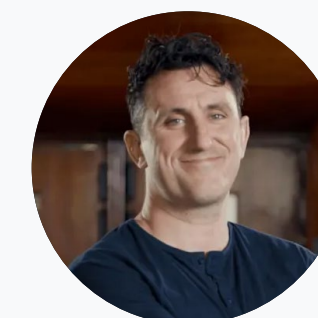
saw ROI on gen AI use cases for individual productivity (emails, documents, presentations, meetings, chat) (vs. 29% in 2024)¹⁹

¹⁹ Retail and CPG executives whose organization is currently using or planning to use gen AI for individual productivity: 2024: n=236, 2025: n=561 Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

“

Kraft*Heinz*

With the help of gen AI, a creative process that previously took eight weeks can now be completed in eight hours.”



Justin Thomas

Head of Digital Experience and Growth,
The Kraft Heinz Company



Customer experience

In the highly competitive retail and CPG markets, brands are on a constant quest to boost loyalty and enhance customer experiences.

For those already seeing results, gen AI is proving to be a primary engine for customer engagement and satisfaction.

While initial opportunities yielded significant gains, fewer respondents now report more than 6% improvement.²⁰ This suggests that achieving the highest incremental gains may require retailers and CPG organizations to explore more complex approaches, such as data, channel, and ecosystem integrations.

68%

report gen AI has improved customer experience (vs. 57% in 2024)²¹

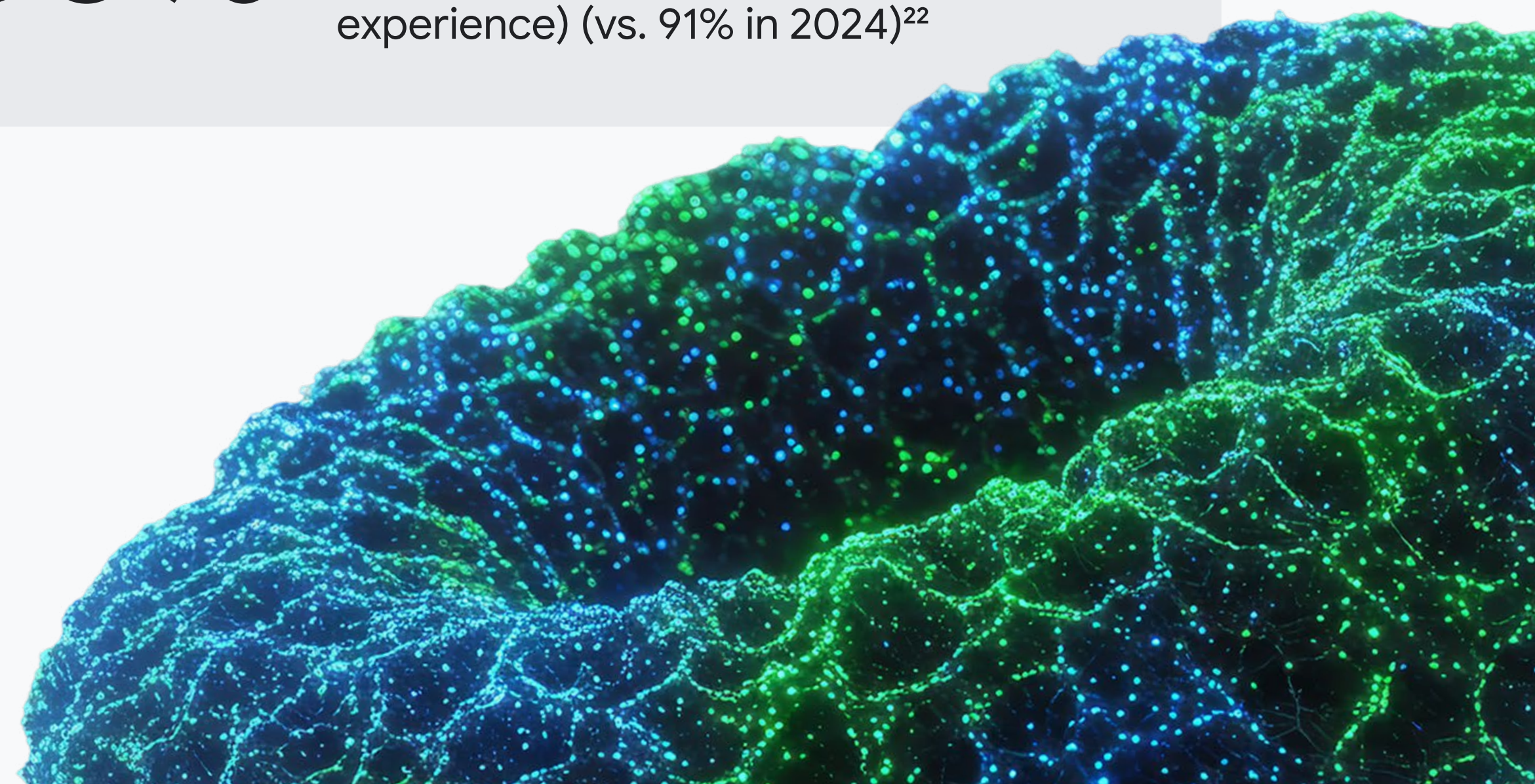
80%

indicate improvement in customer experience of 6% or more (of those reporting improved customer experience) (vs. 91% in 2024)²²

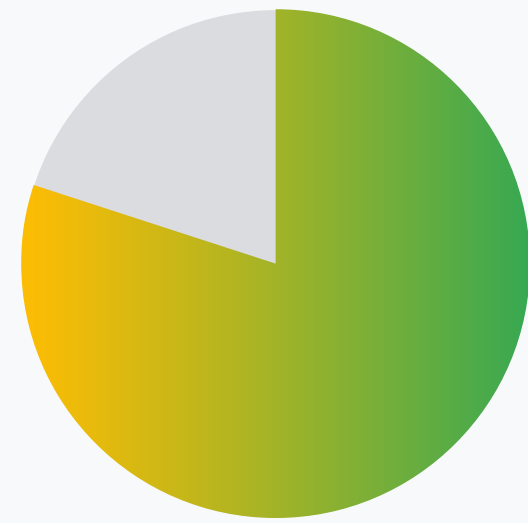
²⁰ Retail and CPG executives reporting improved customer experience from gen AI solutions: 2024: n=141, 2025: n=390; Question: (1) In what ways did your company experience improved user experience as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly improve user experience?

²¹ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

²² Retail and CPG executives reporting improved customer experience from gen AI solutions: 2024: n=141, 2025: n=390; 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?

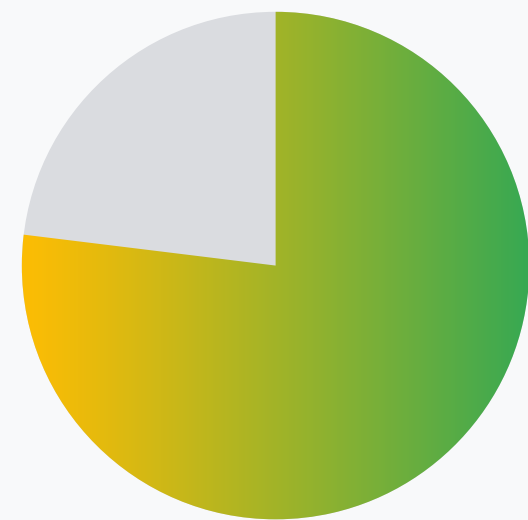


Improved customer experience resulting from gen AI solutions



80%

increased user engagement
(i.e., engagement score,
traffic or click through rate
(CTR), time on site) (-2pp YoY)



77%

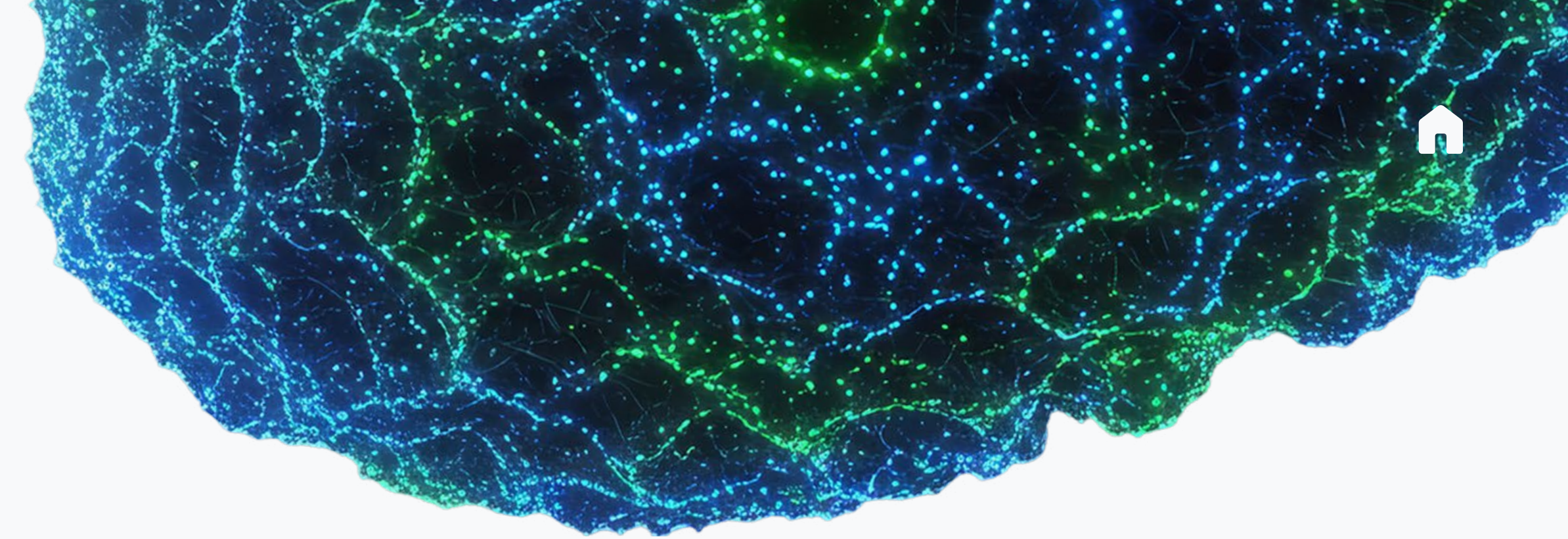
improved user satisfaction/
Net Promoter Score (-1pp YoY)

Among retail and CPG executives reporting improved customer experience from gen AI solutions: 2024: n=142, 2025: n=397; Question: In what ways did your company experience improved user experience as a direct result of gen AI?

Key area where AI is driving ROI

39%

saw ROI in gen AI use cases for
customer experience and field service
(including chat, call centers, and in-field
technician support) (vs. 40% in 2024)²³



“



AI is pivotal in meeting consumer demand for personalized experiences, elevating their journey across every touchpoint to drive loyalty and improve retention.”



Velit Dunder

VP of Global eCommerce, Radisson Hotel Group

²³ Retail and CPG executives whose organization is currently using or planning to use gen AI for customer experience and field service: 2024: n=237, 2025: n=569; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?



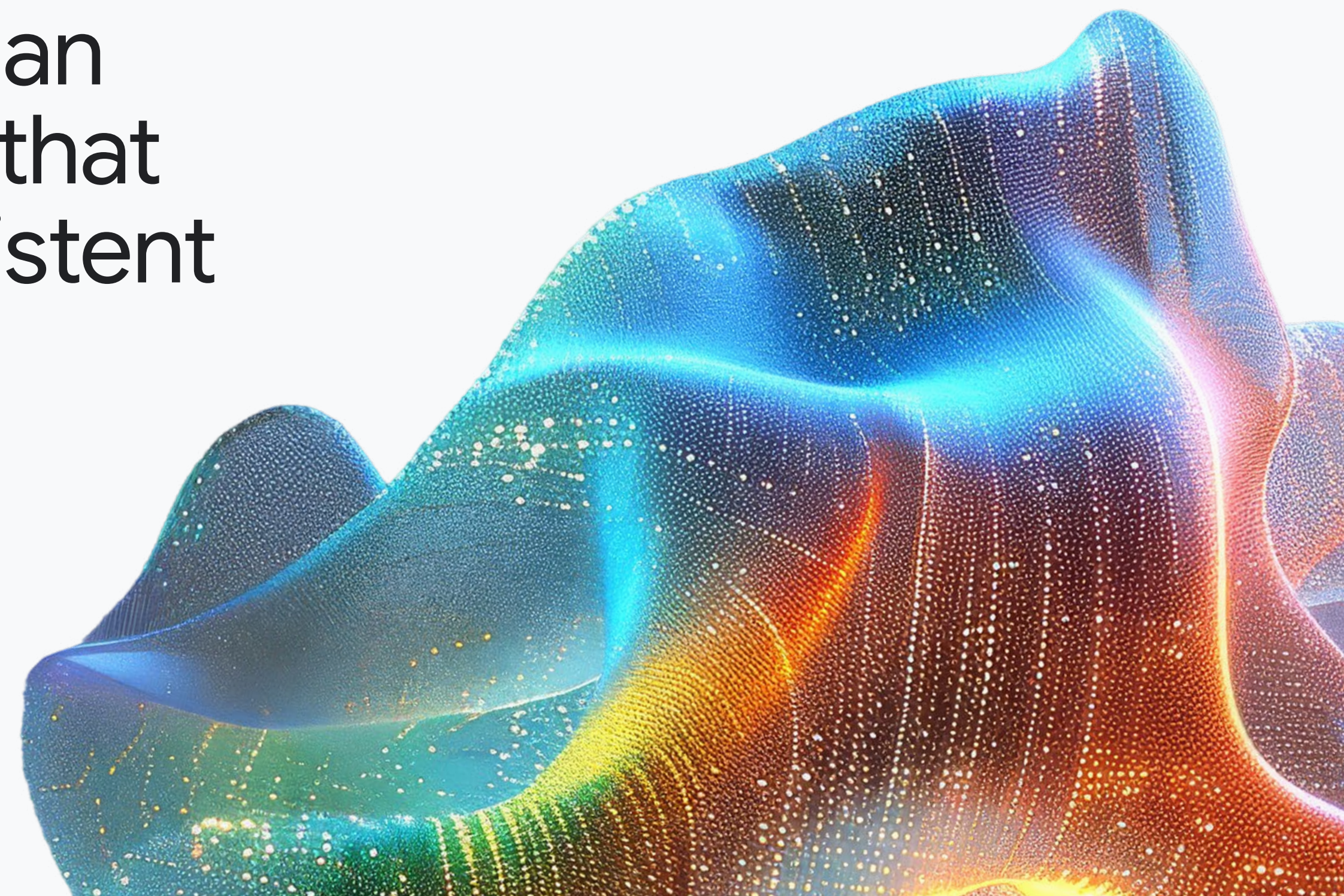
“



Our AI agents work hand-in-hand with our customer service team, seamlessly blending the contextual understanding and efficiency of advanced AI with the empathy and expertise of our human agents. This collaboration ensures that our customers receive quick, consistent support while also benefiting from a personalized, human touch.”



Fiona Tan
CTO, Wayfair



Marketing

The retail and CPG landscapes are characterized by a proliferation of products, sales channels, and advertising formats all vying for consumers' limited attention.

To engage consumers wherever they are—streaming, scrolling, and searching—marketers can use gen AI to rapidly generate realistic product images, countless variations of ad creatives, and targeted promotional narratives, maximizing audience relevance and increasing conversion.

59%

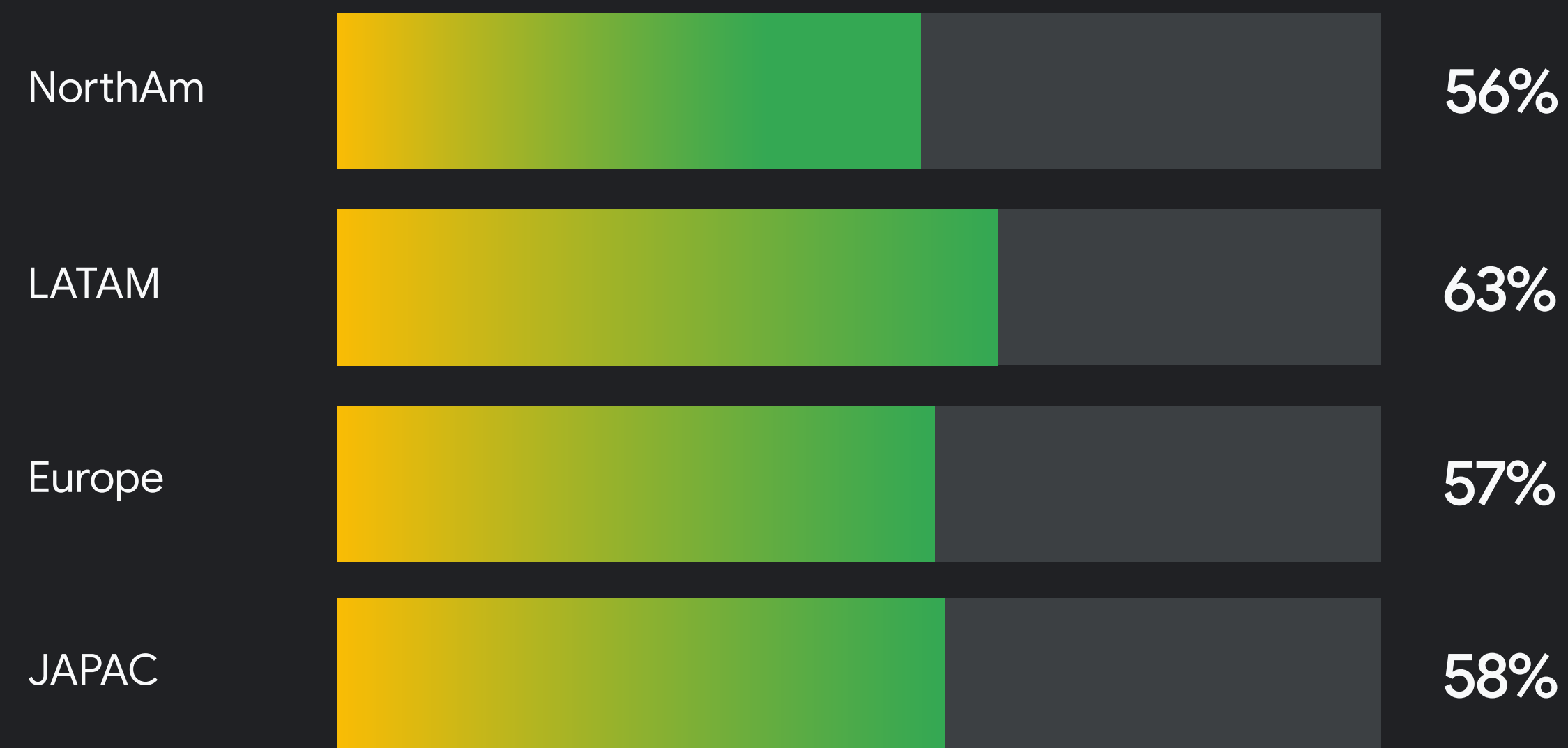
report gen AI has resulted in meaningful impact to marketing outcomes (new to 2025)²⁴



Agoda uses Google Cloud's gen AI that helps deliver 90% cost savings by creating 20,000+ hyper-realistic images using Imagen in just 80 hours as compared to 500 hours when sourcing from online marketplaces.

[Read case study](#)

Improved marketing resulting from gen AI solutions across regions



Among retail and CPG executives: NorthAm: n=229, LATAM: n=108, Europe: n=122, JAPAC: n=107; Question: In which of the following areas have your gen AI solutions created meaningful impact?

Key area where AI is driving ROI

38%

saw ROI in gen AI use cases for sales and marketing (field sales activities, marketing operations and content creation) (vs. 29% in 2024)²⁵

²⁴ Retail and CPG executives: 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

²⁵ Retail and CPG executives whose organization is currently using or planning to use gen AI for sales and marketing: 2024: n=233, 2025: n=559; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?

Business growth

Gen AI's impact on business growth is more subdued this year.

Slightly fewer executives reported business growth resulting from gen AI.²⁶ This decline could indicate a maturation in how the technology is being applied. The retail and CPG industry may shift to more agentic processes and streamlined workflows, where gen AI is no longer a standalone tool for initial ideation, but is integrated to create efficiencies that accelerate every step of the new product development lifecycle.

Among those reporting that gen AI has resulted in business growth, 74% have seen an increase in revenue,²⁷ with a slight uptick in those reporting over 10% growth.²⁸

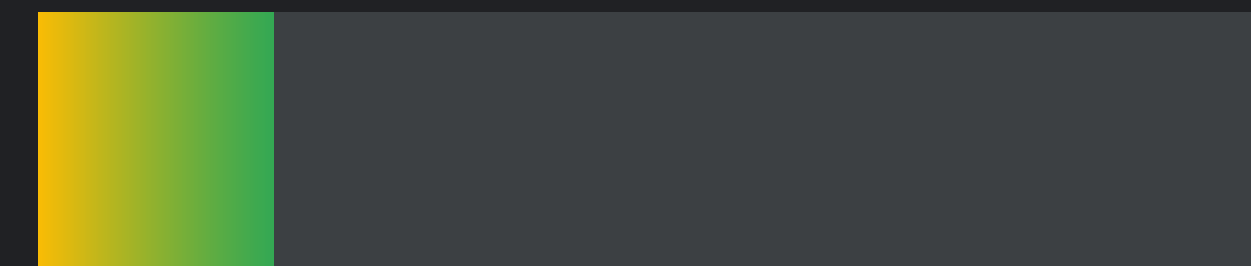
56%

report gen AI has resulted in business growth (vs. 58% in 2024)²⁹



Revenue growth resulting from gen AI solutions

Increased overall annual revenue between 1–5% (+6pp YoY)



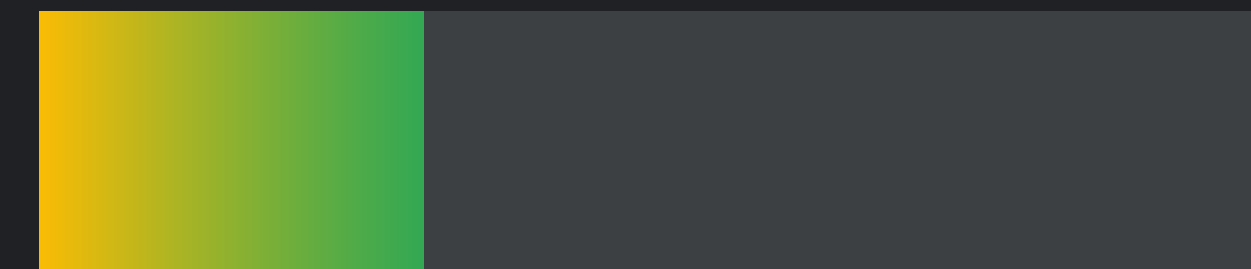
19%

Increased overall annual revenue between 6–10% (-7pp YoY)



50%

Increased overall annual revenue more than 10% (+1pp YoY)



31%

Among retail and CPG executives reporting increased revenue from gen AI solutions: 2024: n=103, 2025: n=244; Question: (1) In what ways did your company experience business growth as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly increase overall annual company revenue?

²⁶ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

²⁷ Retail and CPG executives reporting business growth from gen AI solutions: 2024: n=144, 2025: n=330; Question: In what ways did your company experience business growth as a direct result of gen AI?

²⁸ Retail and CPG executives reporting increased revenue from gen AI solutions: 2024: n=103, 2025: n=244; Question: (1) In what ways did your company experience business growth as a direct result of gen AI? (2) Based on your past/existing gen AI initiatives, how much did gen AI directly increase overall annual company revenue?

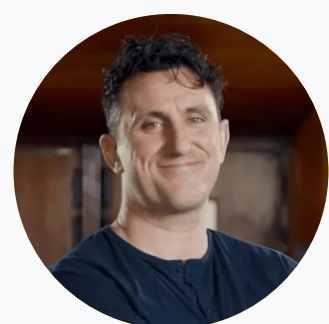
²⁹ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?



“

Kraft*Heinz*

With gen AI, Kraft Heinz's R&D and marketing teams can test new product concepts in consumer research testing that uses product imagery and launch new products faster, saving tens of thousands of hours to deliver high-volume, personalized, on-brand content.”



Justin Thomas

Head of Digital Experience and Growth, The Kraft Heinz Company



Security

Given the high value of customer data, gen AI's ability to improve the security posture for retail and CPG organizations is critical.

Among those reporting an improved security posture, 77% state that gen AI solutions can significantly enhance their ability to integrate intelligence and response, while 73% say it helps identify threats.³⁰

Yet fewer executives report that gen AI has resulted in meaningful impact to their organization's security operations.³¹ This suggests that while gen AI continues to deliver foundational benefits, the industry is increasingly turning to specialized agentic AI to address more complex security challenges. It's no surprise, then, that security operations and cybersecurity is a leading agentic AI use case (41% adoption).³² This indicates that the industry is shifting towards layered defense to ensure brand trust and the safeguarding of vast consumer data.

49% report gen AI has resulted in meaningful impact to security posture (vs. 55% in 2024)³³

Improved security resulting from gen AI solutions



77% improved intelligence and response integration



73% improved ability to identify threats



61% reduction in time to resolution



57% reduction in number of security tickets

Among retail and CPG executives reporting improved security posture from gen AI solutions: 2024: n=136, 2025: n=284; Question: Based on your past/existing gen AI initiatives, how did gen AI directly improve your company's security posture?

³⁰ Retail and CPG executives reporting improved security posture from gen AI solutions: 2024: n=136, 2025: n=284; Question: Based on your past/existing gen AI initiatives, how did gen AI directly improve your company's security posture?

³¹ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

³² Retail and CPG executives whose organization is leveraging agentic AI: n=300; Question: What use cases has your company deployed AI agents for?

³³ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: In which of the following areas have your gen AI solutions created meaningful impact?

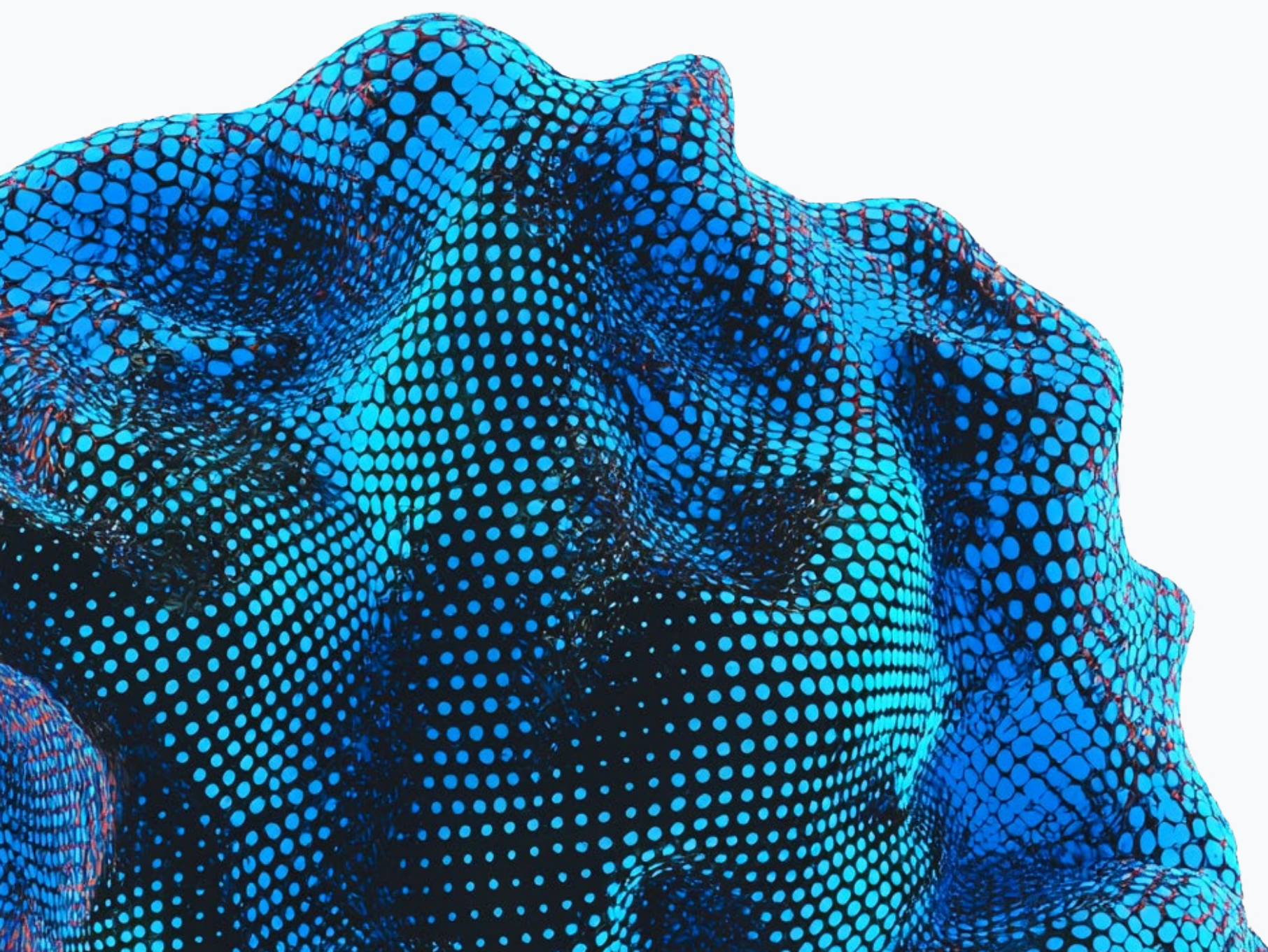


03

Invest in the AI-ready future

The maturation of AI signals a shift in business priorities.

As retailers and CPG brands make progress on foundational goals like operational efficiency, customer experience, and competitiveness, business objectives are shifting. The focus is now moving toward the next wave of innovation, with AI agents emerging as a new strategic objective.



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



Among retail and CPG executives: 2024: n=248, 2025: n=585 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?

AI budgets are following suit

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

Overall spending on AI is rising, even as technology costs fall. These investments are increasingly funded by reallocating capital from non-AI budgets,³⁴ in addition to 25% mean percent of total annual IT spend already allocated for AI.³⁵



79%

report their organization's gen AI spend has increased as technology costs fall (new to 2025)³⁶



50%

report their organization is reallocating non-AI budget to fund gen AI investments (vs. 42% in 2024)³⁷



47%

report their organization is allocating 50% or more of their future AI budget to AI agents (new to 2025)³⁸

³⁴ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: What is your approach to funding gen AI?
³⁵ Retail and CPG executives: n=565; 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.
³⁶ Retail and CPG executives: n=585; Question: Did the decreasing costs of AI technology (model training and operating) change your spending on gen AI?
³⁷ Retail and CPG executives: 2024: n=248, 2025: n=585; Question: What is your approach to funding gen AI?
³⁸ Retail and CPG executives: n=564; Question: What % of your future AI budget is being allocated to agents?

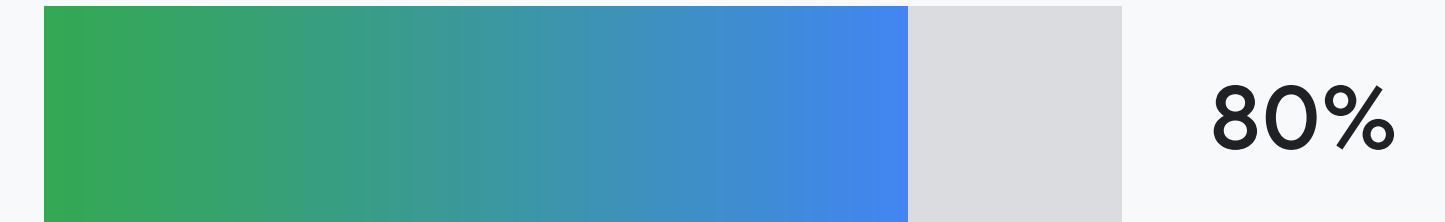
ROI needs C-suite sponsorship

AI initiatives in retail and CPG often require deep, cross-functional collaboration between commercial, supply chain, customer-facing, and technology teams.

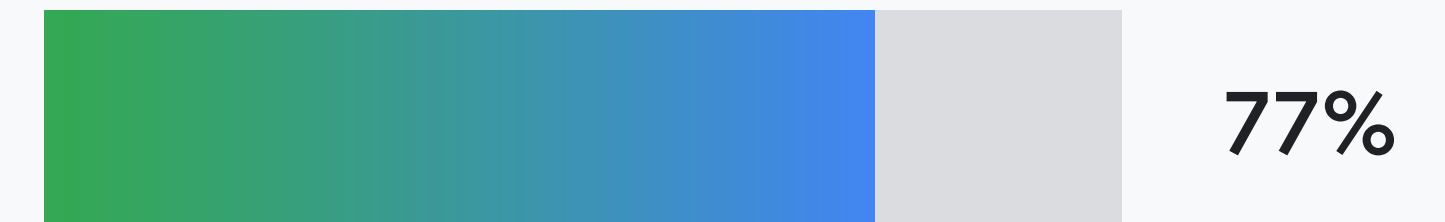
To enable this, C-suite sponsorship is critical. Top-level alignment can enable organizations to navigate once-in-a-generation decisions on the fundamental nature of product innovation, omnichannel commerce, and consumer relationships.

C-level sponsorship remains more strongly correlated with seeing ROI on gen AI

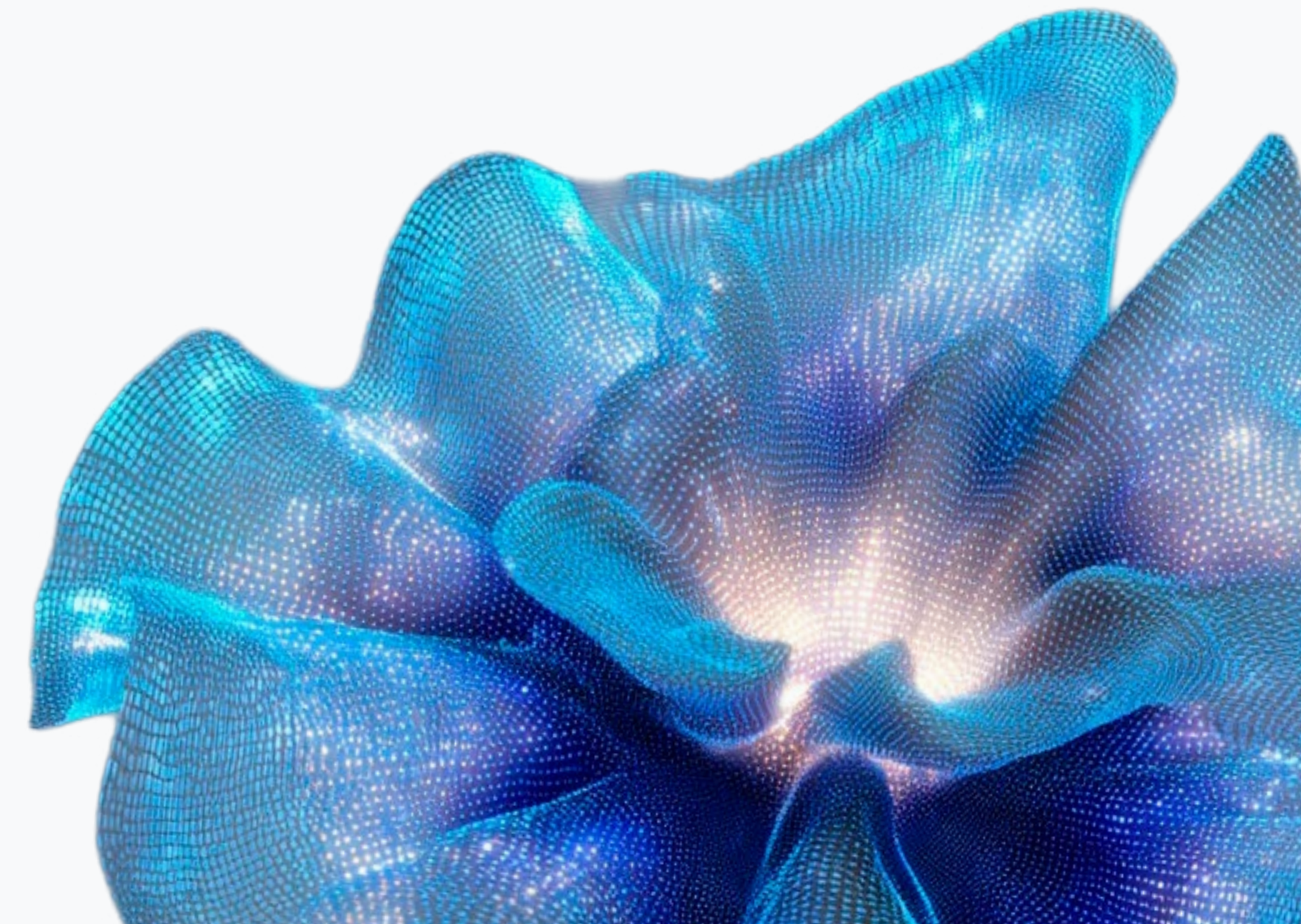
Organizations with comprehensive C-level sponsorship



Organizations without comprehensive C-level sponsorship



Among retail and CPG executives who report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives: n=230; Retail and CPG executives who do not report their organization has comprehensive C-level sponsorship and clear corporate vision for gen AI objectives: n=355; Question: In what timeframe do you expect gen AI to deliver ROI to the following areas of your business?



Key challenges to consider

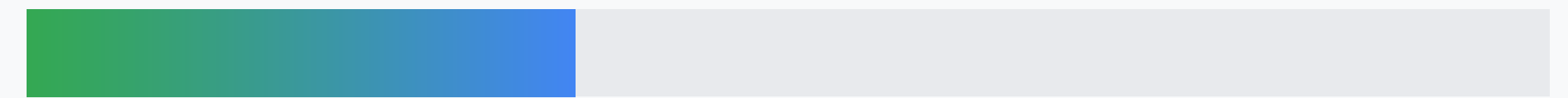
For many organizations, the top challenges with AI are rooted in the foundational work required to support them.

In retail and CPG, meeting the high standards for data security is paramount, given the critical need to protect customer data across every touchpoint.

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.

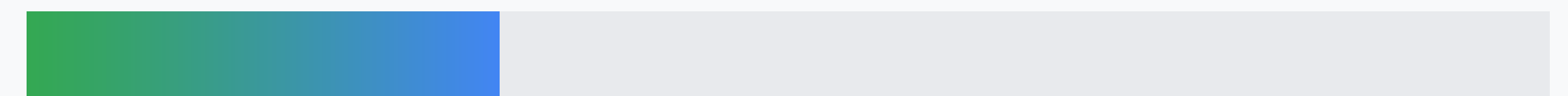
Top 3 considerations for LLM providers

Data privacy and security



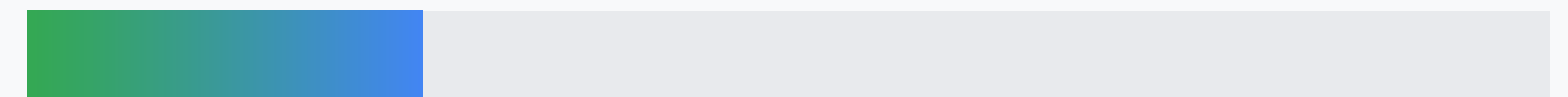
36%

Cost



31%

Integration with existing systems



27%

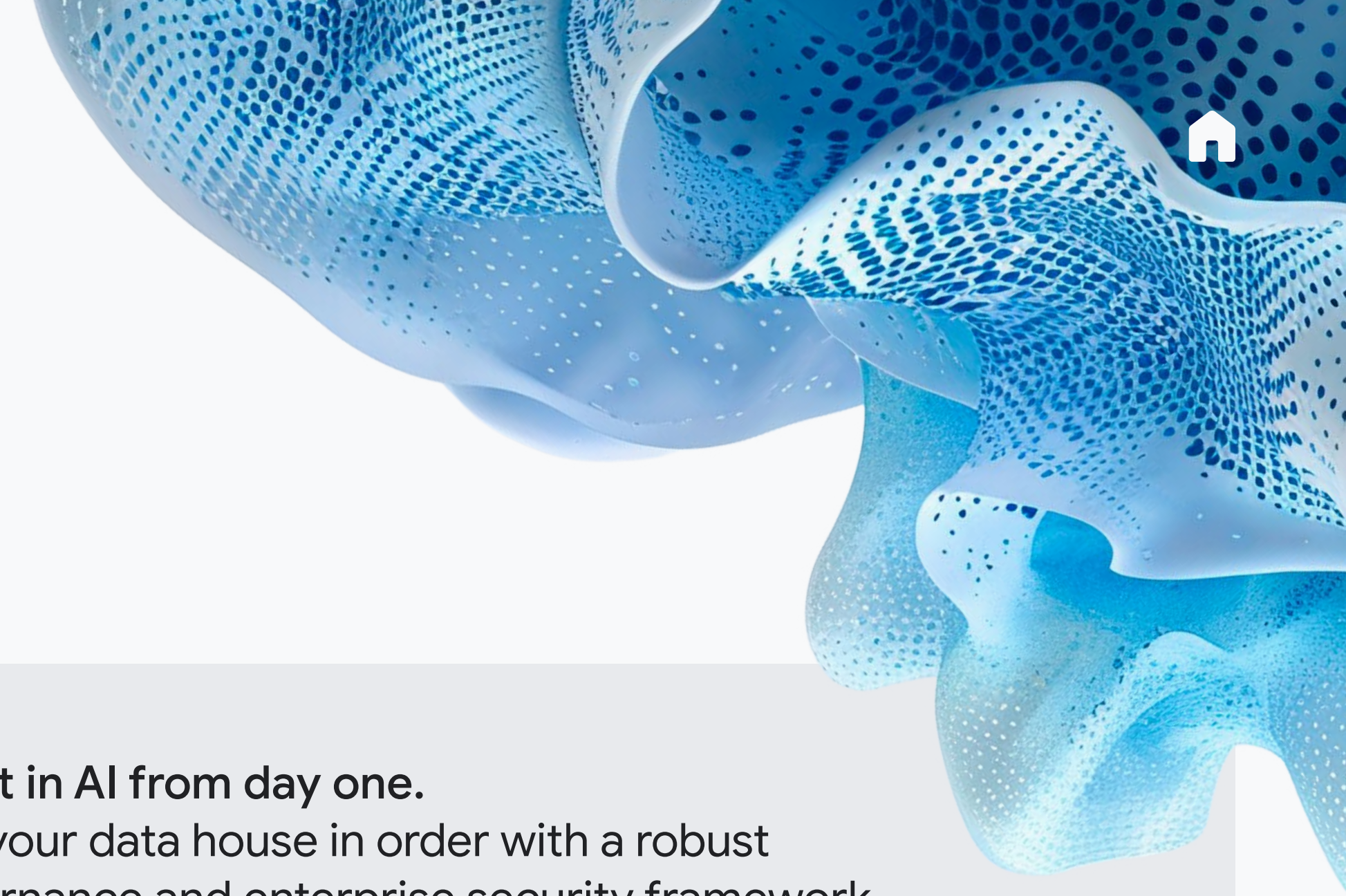

Among retail and CPG executives: n=585; Question: Which of the following factors are MOST important to your company when considering LLM providers?



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 address customer data privacy, responsible personalization, and ethical sourcing.
 - ✓ **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 inventory management systems, ecommerce platforms, and customer relationship management systems. Grant it secure, governed access.
 - ✓ **Invest in your talent and internal AI education program** to build and manage the AI agents so they can handle the sensitive data, such as customer, inventory, or omnichannel data. The most successful companies don't just buy technology, they build skills.

Google Cloud

See where
your business
could realize
ROI from AI.

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