publicis
sapient

Google Cloud

Artificial Intelligence

AI for Sales

Offering summary

Drive higher sales and conversion using AI

Revolutionize Sales with Google Cloud AI. Our AI-powered sales transformation solutions leverage the power of Vertex AI for intelligent data analysis and predictive modeling, and Gemini for generating personalized content. This combination enables your sales teams to efficiently address complex customer needs, recommend optimal solutions, and generate compelling RFP responses. Boost sales, drive customer engagement, and accelerate business growth.

Solving sales challenges with AI

Our comprehensive suite of intelligent sales solutions streamlines the customer journey and empowers your sales representatives to achieve maximum impact. Powered by cutting-edge AI, our solutions optimize every interaction, from lead generation to post-sales support, for increased efficiency and demonstrably better results. These include:
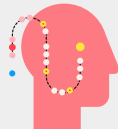
AI-POWERED SALES REP

Sales agents often struggle to learn and navigate their solution portfolio. AI empowers sales teams to tailor complex solutions to clients' needs to drive higher sales and efficiency - improving customer and employee experiences.

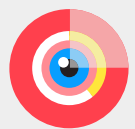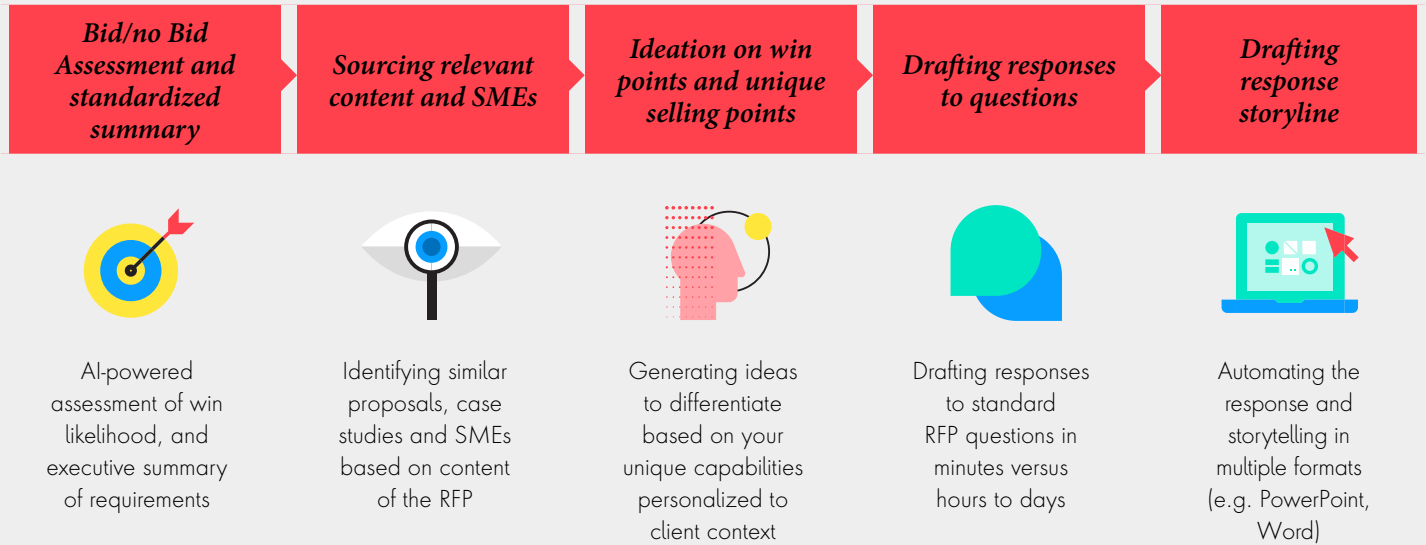| *Pre-visit preparation*	*Visit pitch generation*	*Past-visit recording*	*Visit insight sharing*	*Visit preparation for another client*
AI-generated impactful customer insights and actions from a wide range of 1st and 3rd party data sources	Automated generation of pitch material personalized per customer	Auto-generated synthesis based on vocal summary post visit	Auto-generated "ready-to-be-sent" visit summary tailored to different stakeholders	AI-generated impactful insights and actions, tailored to another customer

Potential outcomes

- **20%+** revenue generation potential
- **50%+** time savings for meeting pre-and post-meeting activities

AI-ENABLED RFPs

Responding to RFPs is typically a time-consuming and costly process. Locating the right lead, gathering relevant information, coordinating with subject matter experts, and drafting compelling responses—all too often it's inefficient and leads to delays. Our AI-powered solution, leveraging the power of Google Cloud AI technologies, streamlines the entire process, significantly reducing response times and improving the quality and volume of your submissions, maximizing your success rate.

Bid/no Bid Assessment and standardized summary	*Sourcing relevant content and SMEs*	*Ideation on win points and unique selling points*	*Drafting responses to questions*	*Drafting response storyline*
AI-powered assessment of win likelihood, and executive summary of requirements	Identifying similar proposals, case studies and SMEs based on content of the RFP	Generating ideas to differentiate based on your unique capabilities personalized to client context	Drafting responses to standard RFP questions in minutes versus hours to days	Automating the response and storytelling in multiple formats (e.g. PowerPoint, Word)

Potential outcomes

- **40%+** time savings to respond to RFPs

AI SALES SOLUTION FINDER

In today's digital marketplace, customers are bombarded with information, leading to decision fatigue and lower conversion rates. Our AI-powered personalized assistant, built on Google Cloud, provides a superior customer experience by offering relevant product recommendations and personalized guidance, minimizing decision overload and increasing sales

Potential outcomes

- **35%** potential revenue increase with personalized recommendations to high-value client needs[1]
- **20%** potential cost reduction if used to automate and provide self-service for lower-value customers[2]

Benefits of AI for Sales:

- Higher sales rep productivity
- Greater customer satisfaction
- Higher conversion rates
- Increased purchase volume
- Faster RFP responses

How we've made an impact:

GLOBAL B2B WELLNESS BRAND

The imperative for change:

- In an increasingly competitive B2B industry, the ability to understand and personalize recommendations to specific customer needs is becoming increasingly important to secure sales
- With sales reps managing multiple clients daily and the continuous expansion of the product portfolio, it's becoming more difficult to maintain oversight of accounts

The transformative solution:

- Embedded generative AI in the Sales toolkit so sales reps can collate relevant customer data and insights and generate a hyper-personalized sales deck for each client
- After the presentation, reps can record a debrief that generative AI analyzes to create actionable summaries and send follow-up messages to clients and internal teams

The business impact:

The solution empowers agents in creating personalized experiences that enhance the sales process delivering incremental value potential for the business.

- **20% increase in sales due to better pitches and focused insights**
- **Time savings for teams in visit preparation and debrief**

ROYAL HORTICULTURAL SOCIETY (RHS)

The imperative for change:

- The RHS aims to revolutionize the U.K.'s 30 million gardens and broaden their impact and relevance through their deep expertise and high-quality content
- RHS has a robust website and an MVP 'My Garden' online services. However, usability issues and a focus on expert gardeners limited its popularity, especially among novices and small-space gardeners
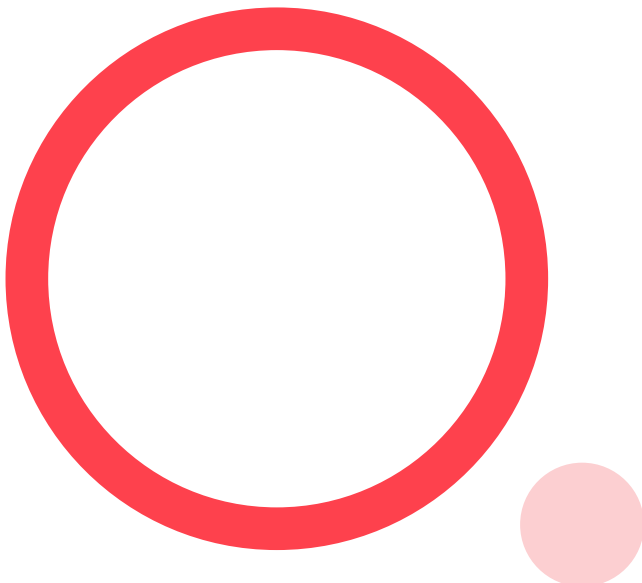
The transformative solution:

- Crafted a user-centric app with broad appeal
- Launched the free RHS Grow MVP app for quick scaling, digital brand building and user feedback collection
- Planned to develop and launch a paid MLP with premium features for revenue generation and loyalty, fully integrated into their membership model three to six months post-MVP
- Developed a bespoke ChatGPT-powered robo adviser, drawing exclusively upon RHS's extensive horticultural knowledge, expert advice and world-class insights

The business impact:

- **MVP had 66K+ downloads in 2 months**
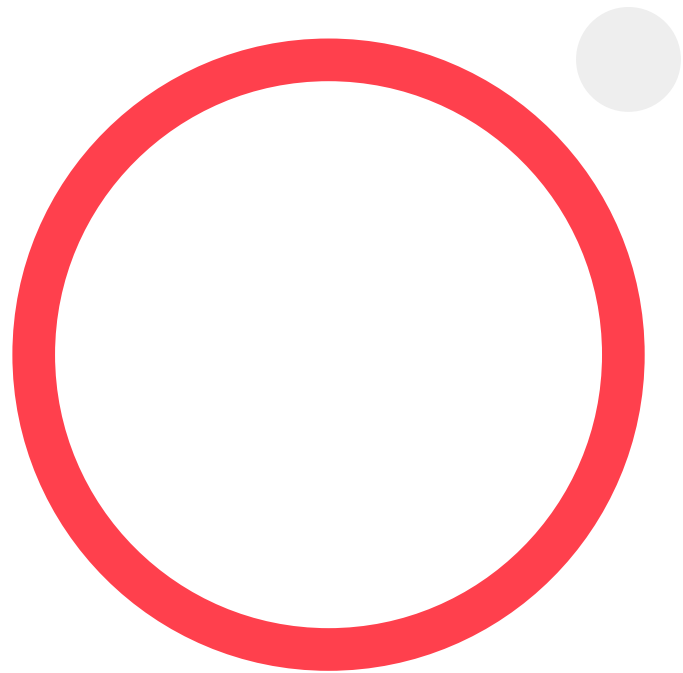- **Users have access to 300K plant data sets through the app**

What sets Publicis Sapient apart?

Publicis Sapient brings a unique combination of expertise, experience and capabilities to harness the power of AI for sales:

- We have an unmatched understanding of our client's data and content which enables us to unlock new value through our deep expertise with today's leading large language models (LLMs).
- Unlike incremental solutions, our framework provides a holistic approach to scaling AI, covering all essential components.
- Our solutions are end-to-end from strategy to implementation, we bring deep technical expertise and business knowledge ensuring our solutions are practical, real-world tested and focused on delivering business value.
- Publicis Sapient has longstanding relationships with major partners offering foundational models including Amazon, Microsoft and Google.
- We are proven experts – named a 2023 Market Leader in Generative AI by HFS Research.
- We've led by example, pioneering our own AI strategy, delivering successful services like AskBodhi, PSChat and PS AI Labs.

For more information, visit **publicissapient.com/partnerships/google**.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.