

Google Cloud Customer Engagement Suite

Course Duration: 40 Hours

Course code: GCCES

1. Course Overview

This course provides a comprehensive understanding of Google Cloud Customer Engagement Suite (CES), focusing on building, managing, and optimizing customer interactions across multiple channels. Learners will explore tools such as Contact Center AI (CCAI), Dialogflow, Agent Assist, and Insights to create intelligent, scalable, and automated customer engagement solutions.

2. What you'll learn?

By the end of the course, you will be able to:

- Understand the architecture, components, and benefits of Google Cloud Customer Engagement Suite
- Design conversational AI solutions using Dialogflow CX/ES
- Implement virtual agents and chatbots for customer interaction
- Integrate Contact Center AI with telephony and CRM systems
- Use Agent Assist to enhance human agent productivity
- Analyze customer interactions using CCAI Insights
- Implement omnichannel customer engagement strategies
- Automate workflows using Google Cloud services and APIs

3. Target Audience

- Cloud Engineers and Architects
- Contact Center Developers and Administrators
- AI/ML Engineers
- Digital Transformation Specialists
- Customer Experience (CX) Professionals

4. Pre-Requisites

Before taking this course, you should have:

- Basic understanding of Google Cloud Platform (GCP)
- Familiarity with APIs and REST services
- Basic knowledge of programming (Python/JavaScript preferred)
- Understanding of customer service workflows (optional but helpful)

5. Course content

Module 1: Course Introduction

- Course overview and objectives
- Introduction to Customer Engagement Suite
- Use cases and industry applications

Module 2: Overview of Google Cloud Customer Engagement Suite

- Define Customer Engagement Suite
- Components of CES (CCAI, Dialogflow, Insights, Agent Assist)
- Architecture and integration overview
- Benefits of AI-driven customer engagement

Module 3: Introduction to Dialogflow

- Overview of Dialogflow ES and CX
- Agents, intents, entities, and flows
- Natural Language Understanding (NLU) basics
- Creating a basic chatbot

Module 4: Designing Conversational Experiences

- Conversation design principles
- Intent matching and context management
- Fulfillment and webhook integration

- Multi-language and voice support

Module 5: Building Virtual Agents

- Create and manage Dialogflow CX agents
- Flow design and state management
- Testing and debugging agents
- Deployment strategies

Module 6: Integration with Contact Center AI (CCAI)

- Overview of CCAI architecture
- Telephony integration (Genesys, Twilio, etc.)
- CRM and third-party integrations
- End-to-end call flow design

Module 7: Agent Assist

- Introduction to Agent Assist
- Real-time recommendations
- Knowledge base integration
- Smart reply and summarization

Module 8: CCAI Insights and Analytics

- Overview of CCAI Insights
- Conversation analytics and sentiment analysis
- Identifying trends and issues
- Improving customer experience using insights

Module 9: Omnichannel Customer Engagement

- Voice, chat, email, and social integrations
- Designing omnichannel workflows
- Managing customer journeys

- Personalization strategies

Module 10: APIs and Extensibility

- Using Google Cloud APIs
- Webhooks and backend integration
- Cloud Functions and automation
- Event-driven architecture

Module 11: Security and Compliance

- Data protection and privacy
- IAM roles and access control
- Compliance standards (GDPR, etc.)
- Secure API usage

Module 12: Deployment and Monitoring

- Deploying agents to production
- Monitoring performance
- Logging and debugging
- Scaling strategies

Module 13: Testing and Optimization

- Testing conversational flows
- A/B testing
- Performance tuning
- Continuous improvement strategies

Module 14: Advanced Features

- Speech-to-Text and Text-to-Speech
- Sentiment analysis and NLP enhancements
- AI-powered recommendations

- Integration with BigQuery and analytics tools

Module 15: Real-World Use Cases and Capstone

- Industry use cases (Banking, E-commerce, Healthcare)
- End-to-end project implementation
- Best practices and design patterns
- Final project and evaluation

