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Reimagine Your Retail Customer and Employee Experiences With TEKsystems Global Services and Google Cloud

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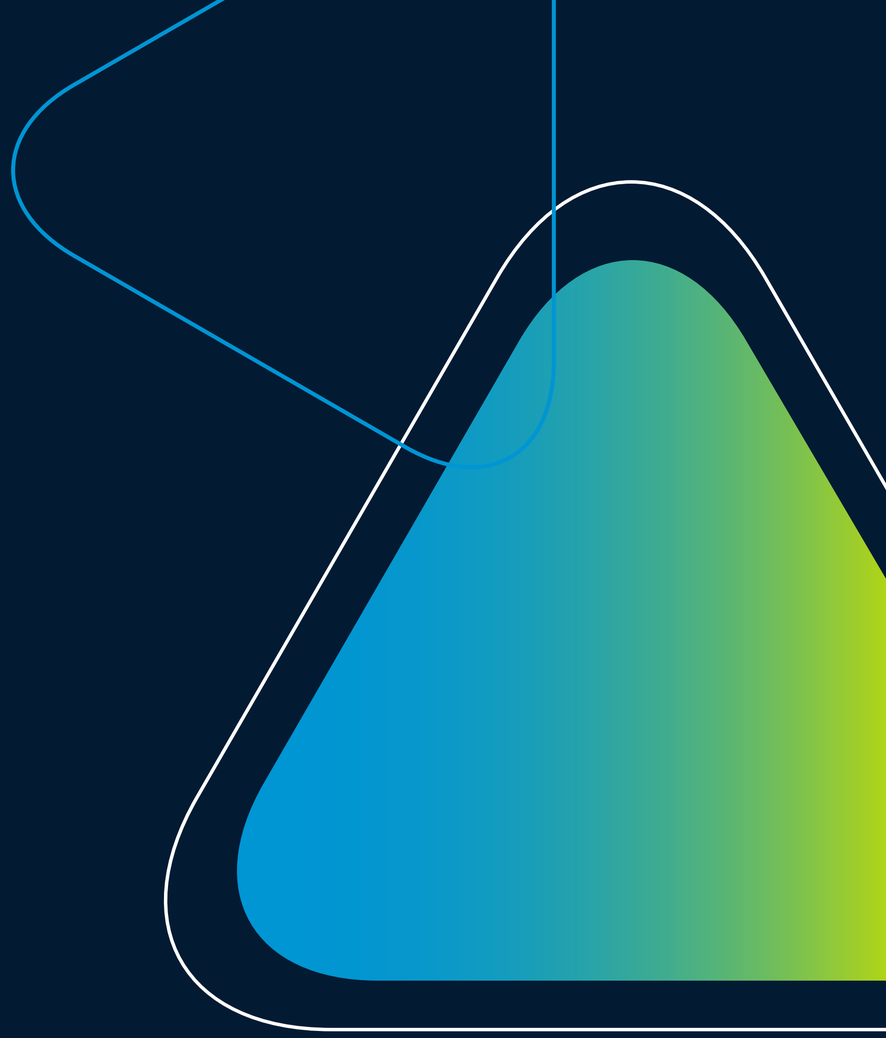

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The Power of Gen AI: Use Cases for Retail

Generative AI (Gen AI) is reshaping retail at a remarkable pace. Its ability to analyze data and automate processes is undeniable, but its potential to enhance customer and employee experiences is where some of its true power lies. AI-powered personal product recommendations, high-quality AI-enhanced product catalogs, and virtual assistants that guide sales associates to assist shoppers are all examples of how Gen AI augments customer and employee experiences. The ultimate outcome? Stronger customer relationships and happier employees.

While Gen AI can power almost every aspect of the retail journey, this eBook focuses on two use cases that retailers of any size can implement to directly enhance customer and employee experiences: Content and catalog enrichment and intelligent document processing (IDP). For each, we'll take a look at the common challenges retailers face today; demonstrate how TEKsystems Global Services (TGS), a Google Cloud Premier Partner, can apply Gen AI to solve them; and show what value retailers can expect from these solutions.

AI Creates a Better Retail Experience

26%

IDC expects retailer spending on AI to grow 26% annually by 2026, three times faster than overall retailer IT spending.[1]

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The Crucial Role of Online Product Catalogs in Today's Retail Landscape

The Challenges of Manual Product Catalog Management in Modern Retail

In today's fast-paced digital world, consumers make rapid online purchasing decisions, often with a single click or swipe. An accurate and comprehensive online product catalog is essential for enhancing the customer experience and influencing purchasing decisions. Online shoppers expect precise product descriptions, high-resolution imagery and detailed specifications to make informed choices. Even minor discrepancies in product information can lead to reduced customer satisfaction, increased return rates and a decline in brand trust.

Many retailers rely on manual processes to manage their online product catalogs, leading to several challenges:

- **Time and cost**: Manually updating product information is resource intensive.
- **Data inconsistency**: Maintaining accurate and consistent product data manually doesn't scale.
- **Integration and scalability**: Integrating data from various sources and scaling to handle large catalogs increases the margin for error.
- **Content localization**: Creating content for different regions and languages adds complexity.
- **Product enrichment**: Adding detailed attributes and rich media can be cumbersome and error prone.
- **Real-time updates**: Keeping inventory, pricing and promotions current is critical and mistakes have a real financial impact.
- **SEO optimization**: Ensuring product information is optimized for search engines requires significant effort and deep expertise.

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The Impact of Inaccurate Product Information

Today's customers are more selective and informed than ever before. They meticulously scrutinize product details, features, images and customer reviews before making a purchase decision. Inaccurate or incomplete product catalogs can significantly impact a retailer's bottom line, resulting in:

- **Lower search visibility**: Poor product data impacts search engine rankings.
- **Operational inefficiencies**: Inaccurate inventory data disrupts supply chains.
- **Dissatisfied customers**: Leads to increased returns and lower profitability.
- **Damaged brand reputation**: Negative reviews can harm brand image.
- **Lost revenue**: Customers may abandon purchases.
- **Compliance and legal risks**: Misleading information can cause legal issues.

To thrive in the modern retail landscape, retailers need to move beyond traditional product catalog management and embrace a more strategic approach powered by AI. This strategic shift not only enhances customer experiences and protects brand reputation but also ignites business growth.

The Critical Role of Search in Retail

92%

of consumers are more likely to buy a product when they can easily find it.[2]

82%

of U.S. shoppers avoid websites where they've experienced search difficulties.[3]

Customer product discovery and search is the top-ranked use case for Gen AI in retail in 2025, according to fashion executives.[4]

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Gen AI's Role in Enhancing Product Catalogs

Together, TGS and Google Cloud provide retailers of all sizes with a comprehensive approach to content and catalog enrichment, unlocking new levels of efficiency and accuracy. This collaboration brings together Google Cloud's innovations, including the Vertex AI platform, the Gemini Pro large language model, and the Imagen 3 text-to-image model with TGS' expertise in data analytics and digital customer experiences to help retailers enhance their catalogs and content. Consider the advantages of:

- **Automated and effortless content creation**: AI analyzes product images and text to generate high-quality descriptions, metadata, SEO-optimized language and enhanced visual content, reducing manual effort and ensuring consistency while saving time.
- **Improved search and discoverability**: Product catalogs are optimized for search engines by enriching product information with relevant keywords and attributes, facilitating browsing and filtering.
- **Data analytics expertise**: TGS's data analytics capabilities help retailers effectively organize and manage product data.

With TGS and Google Cloud, retailers can:

- **Ease product discovery for customers and boost sales:** Improved online search and navigation boosts sales by making it easier for customers to find products, increasing conversions, satisfaction and cross-selling while reducing bounce rates.
- **Delight customers by improving customer engagement**: Enriched data enables personalized online shopping experiences, boosting customer engagement, loyalty and brand differentiation through tailored product displays, recommendations and content.
- **Streamline operations**: Automated online catalog management improves data accuracy, searchability and categorization, lowering costs, errors and implementation time, especially for large catalogs.
- **Improve productivity**: Reduced manual work, creative costs and time-to-market, along with fewer returns and support requests, free up employees to focus on innovation and other more valuable tasks.
- **Boost SEO performance**: Robust catalog data improves SEO and enhances the effectiveness of product listing ads. Efficient marketing execution and seamless customer journeys, from initial engagement to purchase, drive business growth for retailers.
- **Empower employees**: Automation of routine document tasks leads to stronger employee satisfaction and retention.

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The AI-Powered Customer Experience Drives Business Value

71%

of consumers expect companies to deliver personalized interactions.[5]

50%

Gen AI could further reduce volume of human-serviced contacts by up to 50%.[6]

85%

85% of organizations that report an improved user experience have seen increased user engagement. 80% report improved user satisfaction due to GenAI.[7]

282%

Companies with higher customer loyalty scores record 282% (vs 81%) cumulative 10 year shareholder returns.[8]

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Streamlining Document Workflows for a More Efficient Retail Experience

Lost Time, Lost Revenue: The Impact of Inefficient Document Management
While retailers prioritize optimizing supply chains and enhancing the customer journey, a less visible yet equally critical challenge often lurks beneath the surface: The management of documents. Retailers, from small boutiques to sprawling enterprises, are awash in a sea of paper and digital files, ranging from employee records and financial statements to customer invoices, inventory lists and return authorizations. This "document deluge" can significantly hinder productivity, impact customer experience and ultimately affect the bottom line.

The traditional approach to document management often involves manual processes and disparate systems. No longer sustainable in the modern retail environment, it presents these key challenges:

- **Wasted time spent on document searches**: Employees waste valuable time searching for workplace documents like paystubs and 401(k) statements, as well as customer-facing documents such as sales receipts, inventory records and return information. This tedious and error-prone task detracts from essential customer interactions.
- **Inability to make informed decisions, leading to poor customer experiences**: In-store agents may lack the necessary information or data access to provide informed product recommendations and promotions to customers. This leads to poor customer experiences.
- **Poor employee experience**: Employees may experience frustration and decreased job satisfaction when they lack the necessary information or tools to make informed decisions or complete their tasks effectively. This can lead to higher turnover rates and negatively impact customer service.

Intelligent Document Processing: Empowering Retail With AI-Driven Efficiency

TGS and Google Cloud offer retailers an Intelligent Document Processing (IDP) solution that alleviates the burden of document management.

Here's how our IDP solution can transform your document workflows:

- **Automated data extraction**: Built on Google Cloud's Document AI, the solution uses computer vision and natural language processing to intelligently process documents, including PDFs. It extracts structured data like text, tables and forms from unstructured documents, enabling analysis and integration with other systems.
- **Gen AI for deeper insights**: The solution also applies Gen AI to both unstructured (images, documents) and structured data (databases), helping employees organize and understand vast amounts of information.

By automating tedious tasks and unlocking deeper insights, IDP delivers multiple benefits to retailers:

- **More efficient employees**: IDP allows in-store agents to quickly find answers to internal questions. Instead of searching through lengthy documents for information on benefits, insurance or company policies, employees can query an intelligent agent and receive instant answers, saving time.
- **Enhanced customer service**: Integrating an intelligent agent into customer interactions empowers store associates to become “super agents.” This agent provides real-time assistance when customers need help finding specific products or solutions. Even if the associate lacks in-depth product knowledge, they can quickly provide the necessary information for effective customer assistance, improving both the customer and employee experience.
- **Data-driven insights:** Analyzing large volumes of documents with IDP provides valuable insights into customer behavior, market trends and operational performance.

High-quality data is the foundation for successful IDP implementations. With over 200 Google Cloud certifications, TGS's data engineering expertise ensures your data is optimized for AI-powered document processing, leading to seamless integrations, improved business outcomes and maximized ROI.

AI’s Impact on Internal Operations

- **Employees could gain 60%–70% of their time back through Gen AI's automation capabilities.**[9]

Transform Your Retail Operations With TEKsystems Global Services and Google Cloud

TEKsystems Global Services pairs deep retail expertise with cutting-edge technology to help retailers like you accelerate growth and improve efficiencies. As a Google Cloud Premier and launch partner, we have earned hundreds of certifications and provide early access to cutting-edge technologies, offering comprehensive services spanning data analytics, application modernization, AI/ML and infrastructure, with a specialized generative AI practice. Our data-driven approach, emphasizing data accessibility, quality and security, is backed by experienced engineers and a proven track record of customer success across diverse industries, all supported by our global presence and localized support across North America, Europe and Asia.

TGS's deep product knowledge, forged through close collaboration with Google Cloud and hands-on experience across the product lifecycle, allows us to deliver more than just basic enablement. Our certified experts leverage a comprehensive and proprietary framework—incorporating Vertex Search, agentic solutions, advanced AI/ML techniques and custom intellectual property—built specifically to address the unique challenges of the retail industry.

Together, TGS and Google Cloud provide retailers of all sizes with best-fit tools to reduce costs, streamline operations and achieve lasting value. Visit our **website** to learn how we can help your organization.

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