Google Cloud 10 practical hacks to use AI agents for business

# The AI agent handbook



Work smarter.
Not harder.

crystalloids

# Foreword

## Thank you for your interest in this e-book.

As a Google Cloud Premier partner, we at Crystalloids are committed to providing you with the resources and insights you need to make informed decisions about your cloud journey.

We believe this e-book offers valuable insights into the benefits and possibilities of Google Cloud. Crystalloids supports you in designing the right data and AI architecture, implementing a secure and scalable agent infrastructure, and transforming complex data into useful conversations.

If you have any questions or would like to discuss your specific requirements, please feel free to contact us. Contact us.

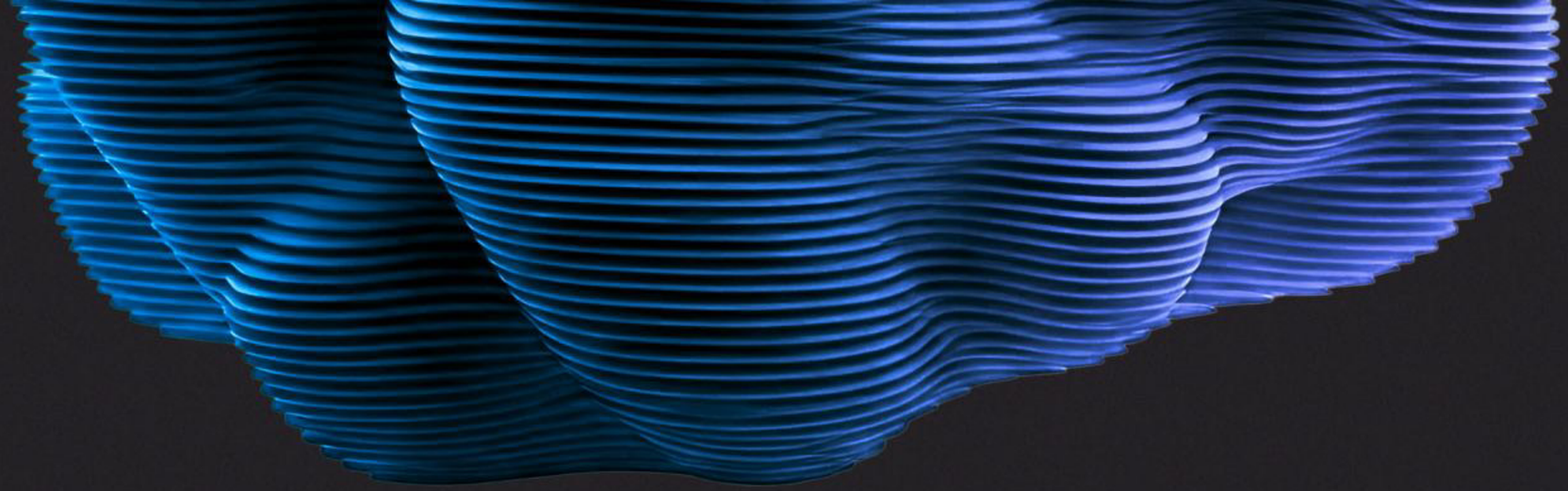
Sincerely,

Crystalloids B.V.



Google Cloud
Partner

More information can be found at www.crystalloids.com



## Executive foreword

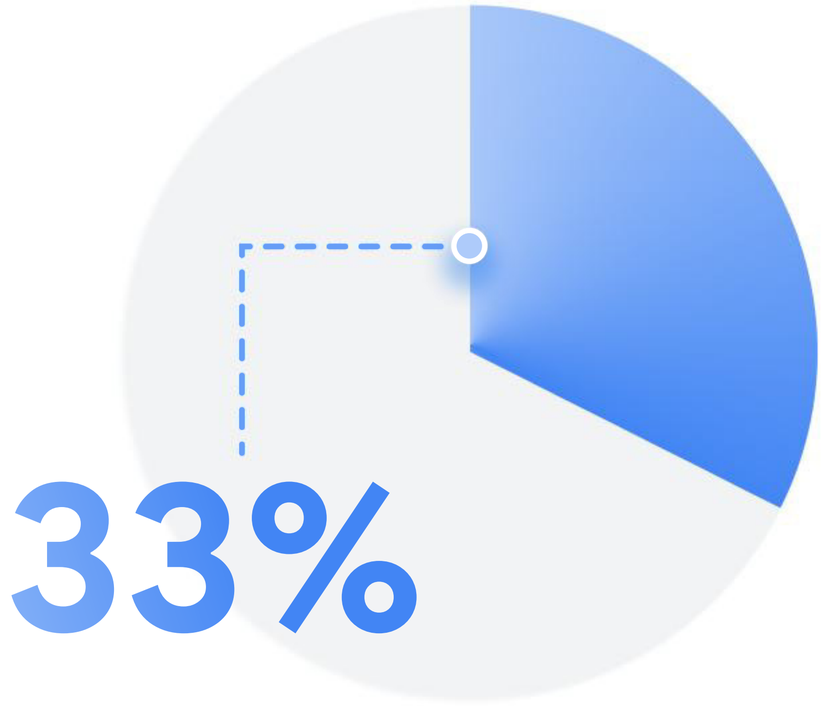
# Welcome to your new team of AI agents



**Oliver Parker**
VP, Global Generative AI GTM,
Google Cloud

AI agents are a major leap from traditional automation or chatbots. They can execute complex workflows, from translating financial data into a digestible podcast, to generating and testing novel ideas, to composing and sending emails—ultimately helping employees get more done.

Organizations are racing to embrace them to improve cost and time savings, along with exponential improvements in value creation. Explore 10 ways to use AI Agents today in this guide.




By 2028, **33% of enterprise software applications** will include agentic AI, up from less than 1% in 2024—enabling **15% of day-to-day work decisions** to be made autonomously.[1]

## “Business as usual” is being redefined by AI agents.

Today, the vast majority of employees have adopted AI as a tool to help accomplish their day-to-day job responsibilities.[2] AI tools enable knowledge workers to do their jobs—50% of workers say it frees up their time by automating routine tasks and 88% say it helps improve their writing.[3]

This is just the beginning. AI agents are rapidly changing the game, with their ability to find information across internal and external sources, understand advanced concepts with deep institutional knowledge and subject matter expertise, and act on an employee’s behalf—carrying out tasks or workflows via AI agents purpose-built for the job. Each employee can collaborate with on-demand expert agents, while putting other agents to work on automated tasks.

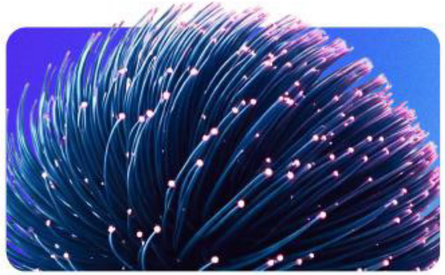
[1] Gartner (2024). Intelligent Agents in AI Really Can Work Alone. Here’s How.

[2] PRNewswire (2024). New research from Google Workspace and The Harris Poll shows rising leaders are embracing AI to drive impact at work

[3] Google Workspace (2024). Poll uncovers how new and aspiring leaders deepen their impact with AI

# 10 ways

you can use AI agents
to work smarter, today



**01** Effortlessly search for enterprise data like never before



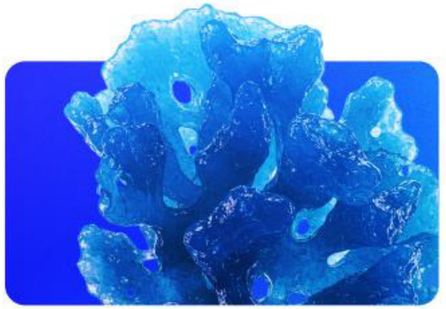
**02** Transform complex documents into engaging podcasts



**03** Generate your best ideas in minutes



**04** Consult an expert on anything



**05** Personalize customer experience at scale with multi-agent AI



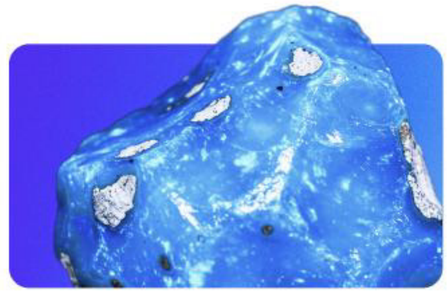
**06** Boost marketing engagement and conversion rates



**07** Shorten the sales cycle



**08** Find a bug in code and fix it, with just a prompt



**09** Simplify onboarding and other HR workflows

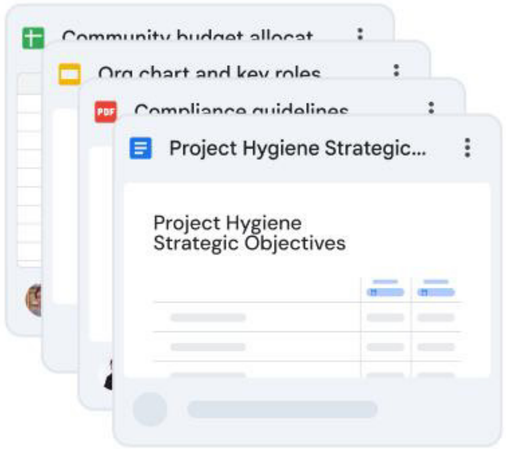


**10** Build your own AI agent

01

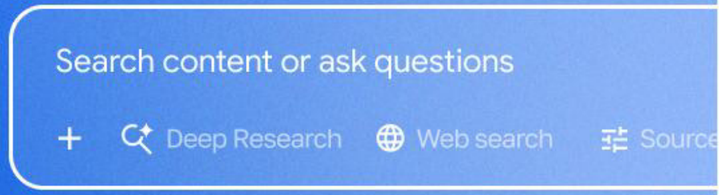


# Effortlessly search for enterprise data like never before




# The challenge

You've got information spread across the enterprise. There are documents, spreadsheets, and files sitting in Google Drive. Emails in your inbox. Customer data in Salesforce. You need to make business decisions based on all these disparate data sources, yet you have no easy way to piece it together. This complexity hampers your ability to access and query data in a timely manner.



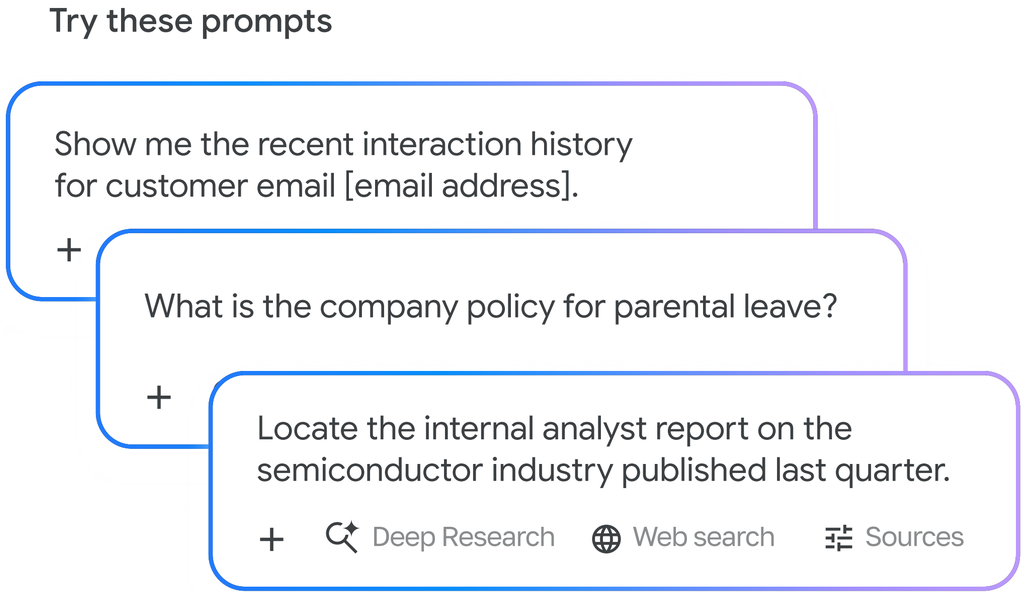

# The solution

You plug in a powerful multimodal search to supply your employees—and your AI agent ecosystem—with easy and instant access to all relevant data sources. While not technically an AI agent itself, enterprise search then becomes the foundational layer for agentic AI.

# How to get started

With **Google Agentspace**, you can find what you need instantly across your company's systems—like documents, emails, chats, CRM data, order management systems, HR Information Systems, IT ticketing systems, knowledge bases, policies, project trackers, and much more—all without switching between different apps. Its unified search capabilities are easily accessible from the Chrome Enterprise search bar, letting employees leverage multimodal agentic intelligence in a space they already work in: the Chrome browser.

Pre-built connectors to common enterprise systems enable instant access to organizational data, and real-time information from the internet. Further, it incorporates Google's cutting-edge knowledge graph technologies to identify relationships between content and users, resulting in a more personalized and context-aware search experience grounded in company-specific information.





Gordon FOOD SERVICE

“We recently began our roll out of Google Agentspace to US employees at Gordon Food Service, with the goal of empowering them with greater access to our enterprise intelligence... Employees are benefitting from easier access because they can search across multiple systems in one place, which translates to better decision-making, and less legwork to discover information. Ultimately, Agentspace will enhance both our internal operations and product development. enabling us to serve our customers better.”

**Matt Jansen**
Manager of Emerging Technology,
Gordon Food Service

Read more →

# Seattle Children's

HOSPITAL • RESEARCH • FOUNDATION

Seattle Children's hospital, a nationally ranked top 10 children's hospital in the United States, partnered with Google Cloud to create Pathway Assistant, an AI-powered agent that elevates patient care by improving healthcare providers' access to complex information and the latest, evidence-based best practices needed to treat patients.

Through a groundbreaking collaboration with Google Cloud, clinical standard work (CSW) pathways will now be available at healthcare providers' fingertips through the launch of Pathway Assistant, an AI agent designed to streamline access to critical, evidence-based information within the CSWs. Built with Google's Gemini models on Google Cloud's Vertex AI platform, Pathway Assistant rapidly synthesizes information from CSWs—including text, images, and the latest medical literature—to help healthcare providers retrieve what is needed to make informed, accurate, and potentially life-saving decisions. Pathway Assistant can find and share information in seconds, in contrast to up to 15 minutes if done manually.

Read more →



02

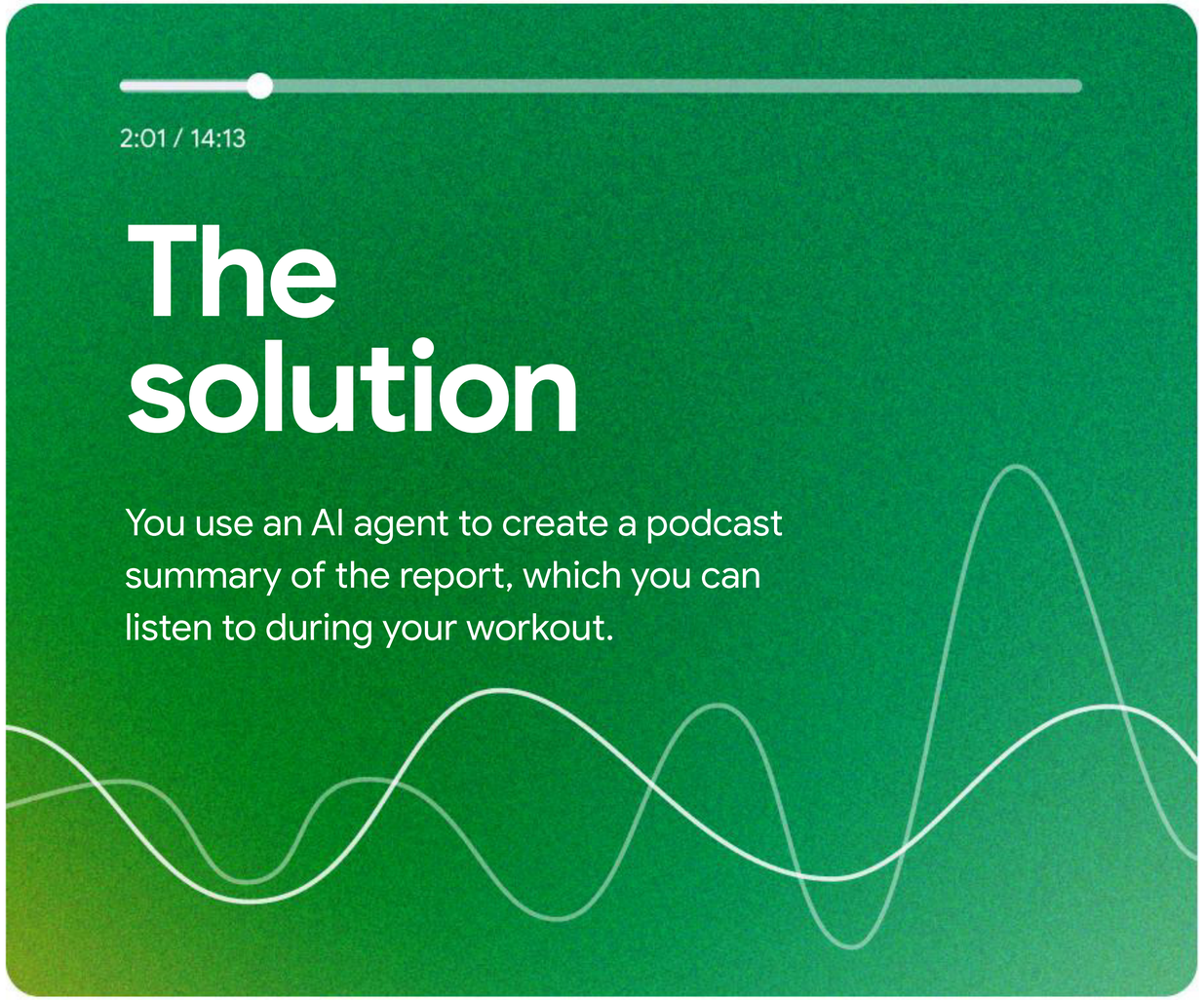


# Transform complex documents into engaging podcasts

Spend report

# The challenge

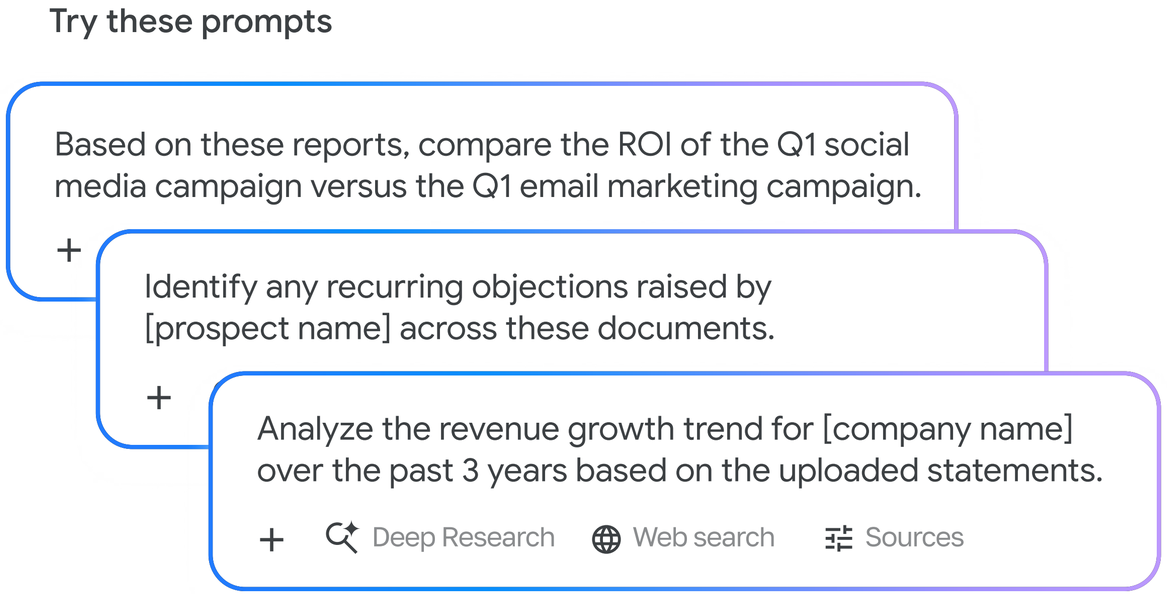
You're the manager of a finance team and the day has disappeared. Yet you still haven't gotten to that detailed spend report, which you need to read before deciding on the next quarter's budget.
By this point in the day, you're mentally exhausted and just want to hit the gym.



# How to get started

**NotebookLM** is a pre-built agent within Agentspace that lets you work deeply with multiple documents at once—making enterprise information more approachable, while laying requisite security and privacy controls.

To put NotebookLM to work, you simply upload a range of documents into a notebook and then start asking questions. For example, a financial analyst could upload profit and loss statements, balance sheets, and cash flow reports—and then ask for a podcast summary of all the data. A business analyst could upload analyst reports, news articles, company filings, and internal notes related to a specific investment idea—and then ask for a pros and cons list. A marketing analyst could upload customer survey results, social media comments, or customer review documents—and then ask for a customer sentiment report.





# Deloitte.

“My work involves various market analyses as a strategy professional. It normally takes us a couple of weeks to read through all the research material.

NotebookLM allowed us to get the initial insights in minutes and spend the time going deeper. It helps my team collaborate from a single source, pooling notes and links, freeing up more of our research time for strategic thinking and brainstorming, allowing us to deliver compelling insights to our clients.”

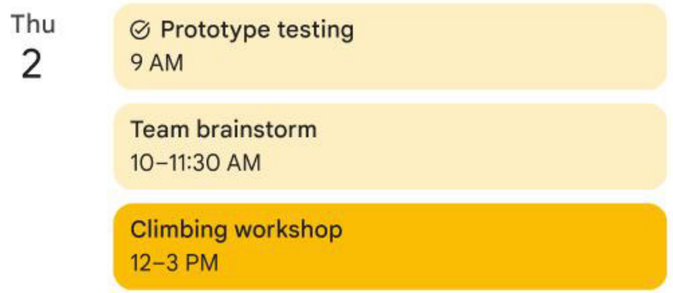
**Parinda Gandevikar**
Senior Consultant,
Deloitte Consulting LLP

Read more →

03



# Generate your best ideas in minutes

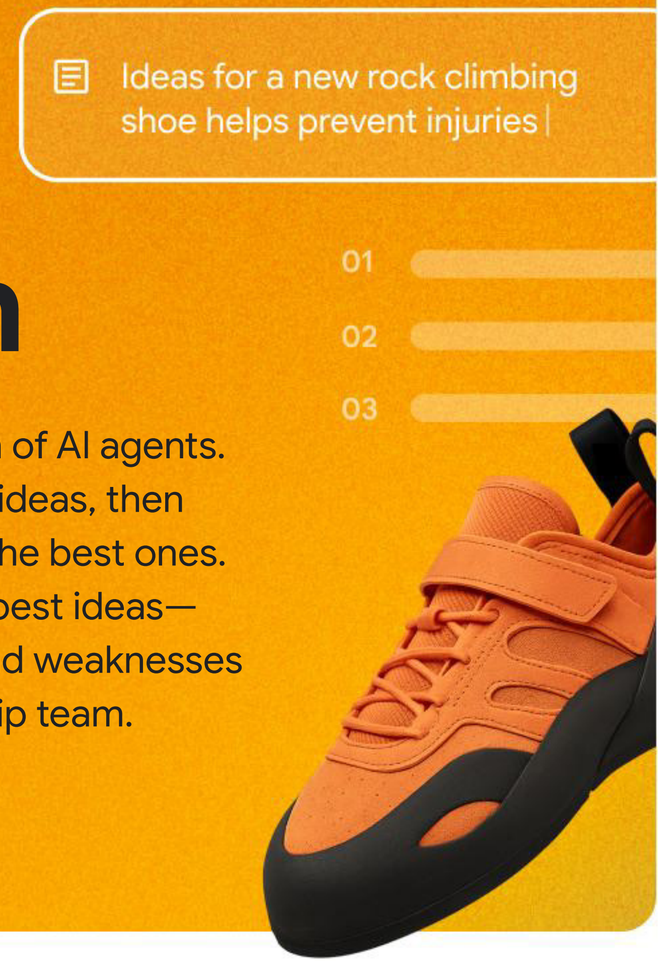



# The challenge

Your product team has been tasked with designing a new rock climbing shoe that will help prevent injuries. You spend weeks brainstorming ideas. Months refining them, before going back to the drawing board to come up with some more. You're getting nowhere.

# The solution

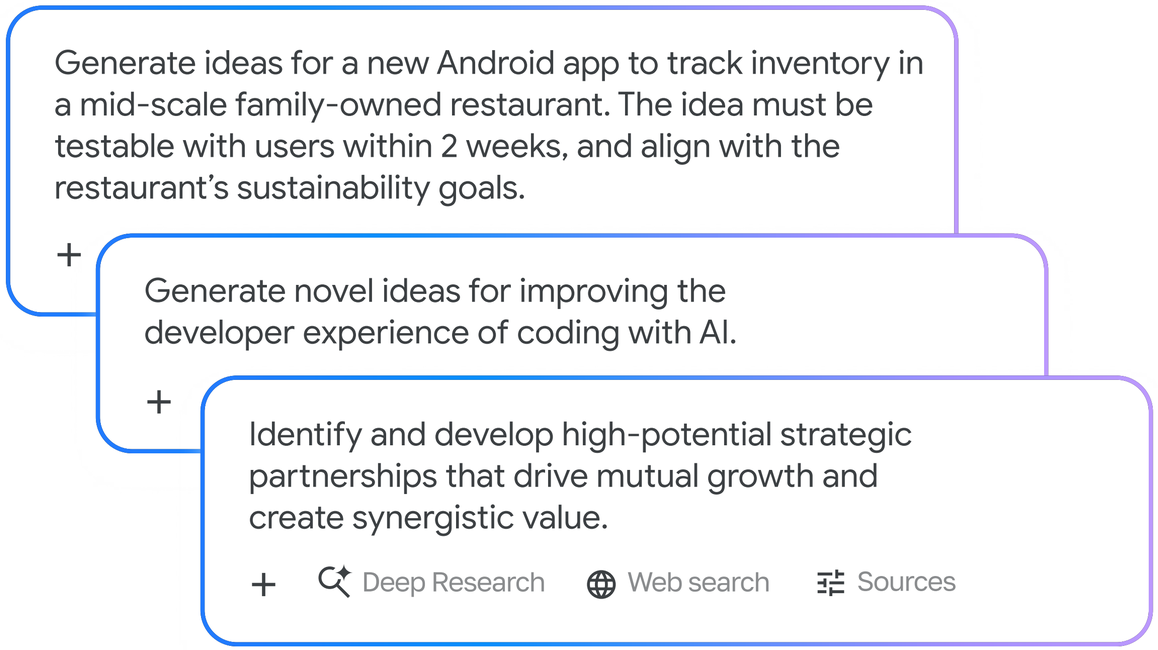
You put the task to a team of AI agents. They come up with 1,000 ideas, then they collaboratively rank the best ones. The output is a list of the best ideas—along with all strengths and weaknesses—to take to your leadership team.



# How to get started

**Idea Generation agent** is a pre-built agent within Agentspace that helps employees brainstorm, ideate, and innovate. It uses hundreds of AI agents to generate and refine innovative ideas; and then self-scores through multi-angle evaluation to arrive at the best solution.

Try these prompts





NOKIA

“

At Nokia, we create technology that helps the world act together to connect and improve the world. Google Agentspace has the potential to revolutionize how our teams across Nokia find and leverage critical insights. We're particularly excited by Google Agentspace's ability to blend various data sources quotes and deliver personalized, contextually relevant answers. By unifying our knowledge resources, providing AI-powered assistance and automating workflows, we strive towards reduced time spent searching for information, faster decision-making, and improved collaboration and productivity."

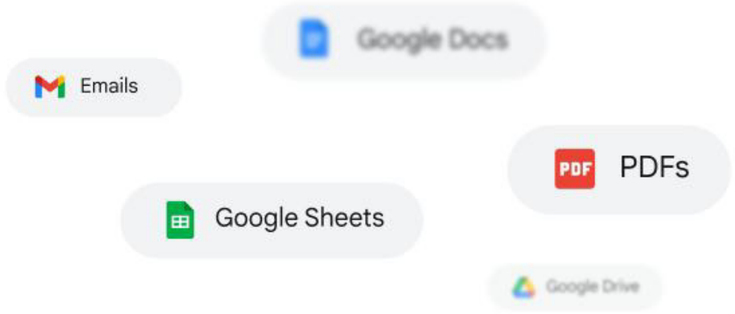
**Alan Triggs**
Chief Digital Officer,
Nokia

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04

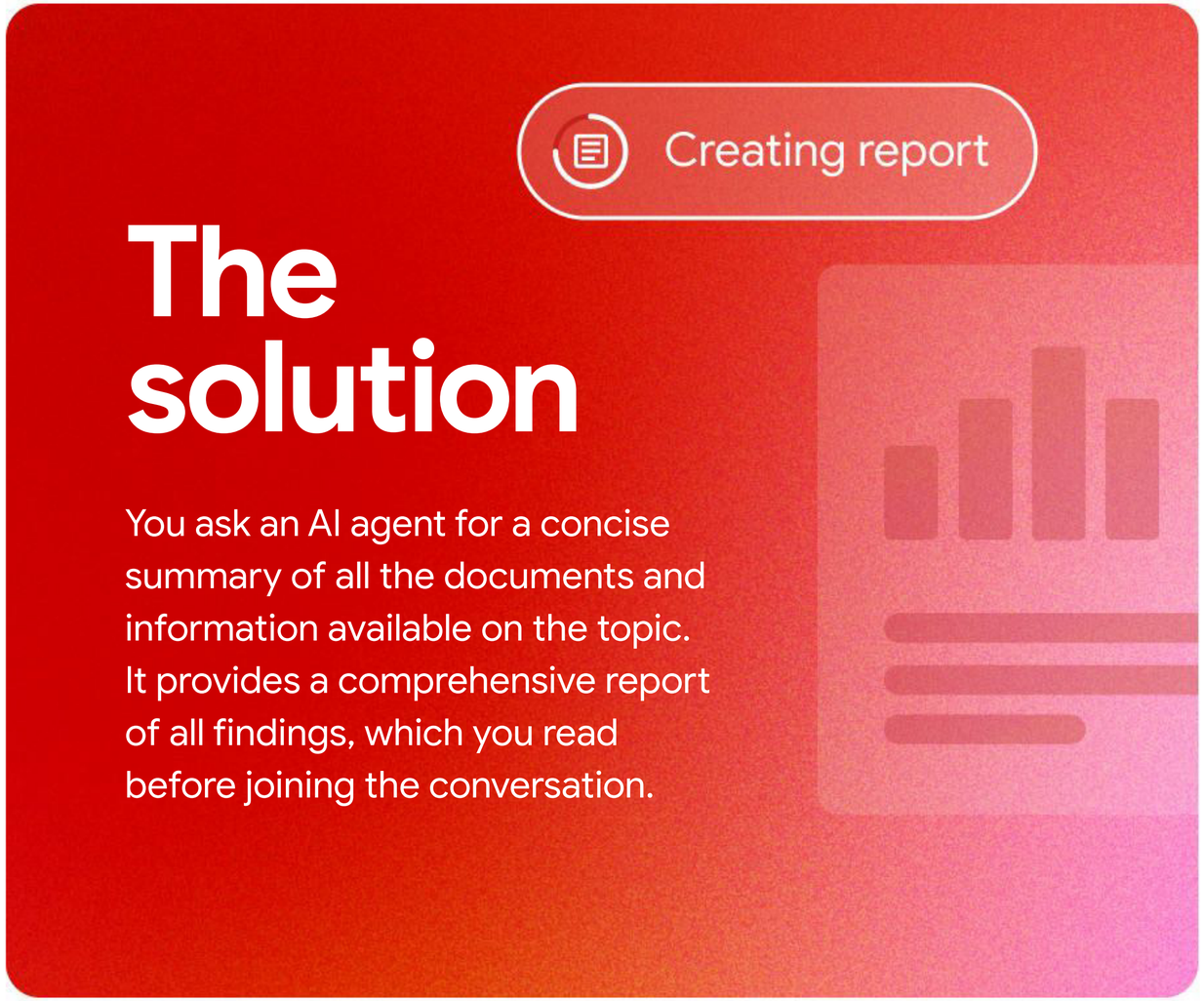
# Consult an expert on anything






# The challenge

Your colleagues have been talking about something you are unfamiliar with. You quickly get the sense that this thing is going to be big—and you need to get up to speed, fast. The problem is, it's detailed. There are many reports, datasheets, and opinion pieces circulating. And you don't have a full day spare to go through it all.




# The solution

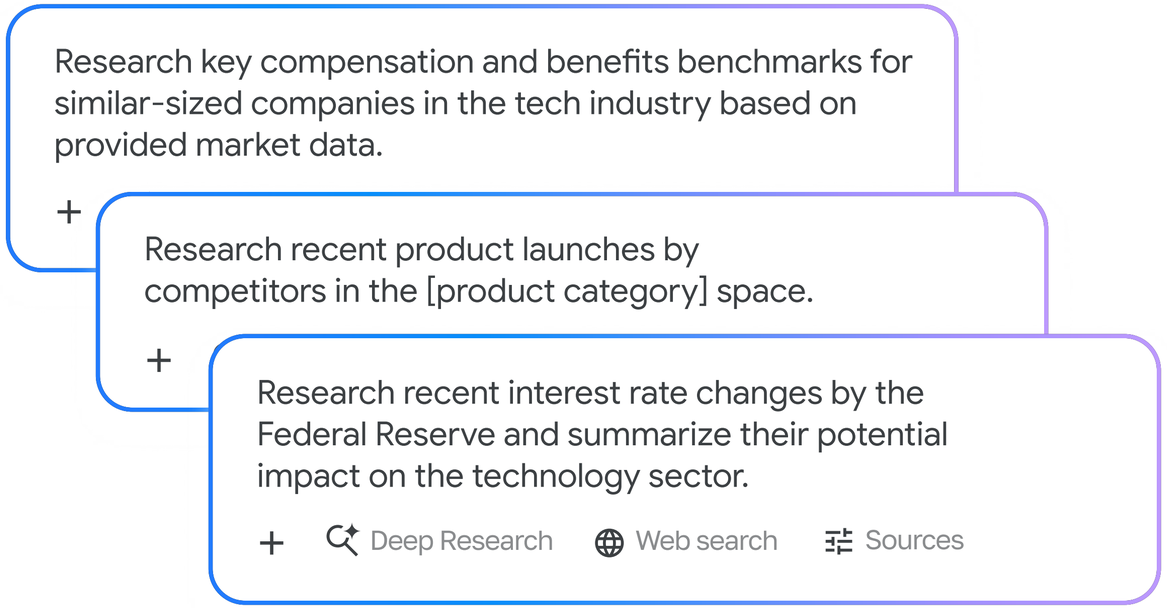
You ask an AI agent for a concise summary of all the documents and information available on the topic. It provides a comprehensive report of all findings, which you read before joining the conversation.

# How to get started

Employees can now turn disjointed data sets into rich, actionable insights and reports in Gemini Advanced and Agentspace with a pre-built **Deep Research agent**, powered by Gemini's multimodal intelligence. With a single prompt, the agent can create and execute custom research plans, and use reasoning, planning, and search capabilities to discover information from hundreds of sources across the web, and access-controlled data within the enterprise. It then intelligently synthesizes its findings into a comprehensive report.

Ideal for market research and other cases where a deeper understanding of a topic is required, it helps anyone in the workforce grasp the key takeaways and accelerate decision-making.

Try these prompts





banco

“

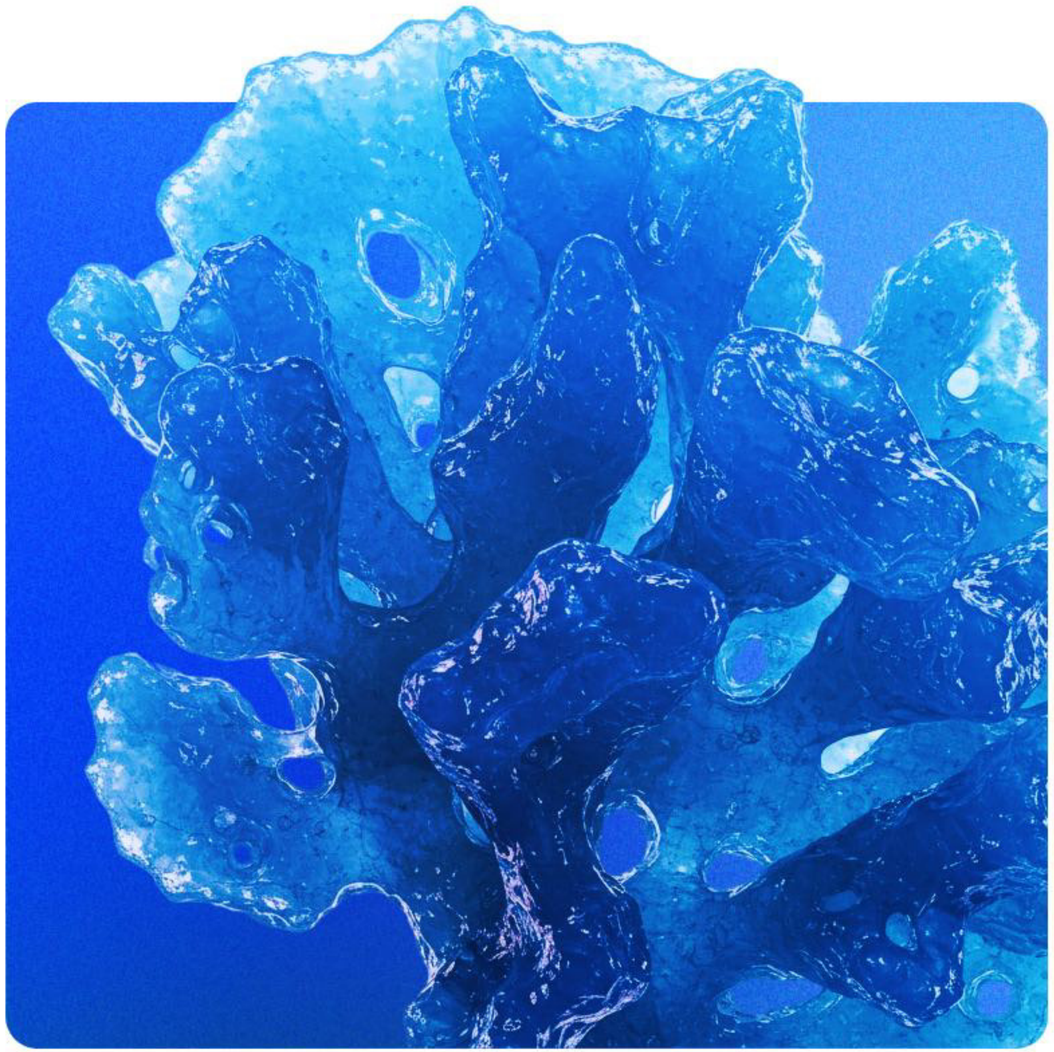
Banco BV is committed to providing our team with the most innovative tools and technologies for collaboration... We are particularly excited to see how our early users are leveraging Google Agentspace for faster and more comprehensive analysis and engaging with content in new multimodal ways that reflect our vision of work as more relaxed and collaborative.”

**Fabio Jabur**

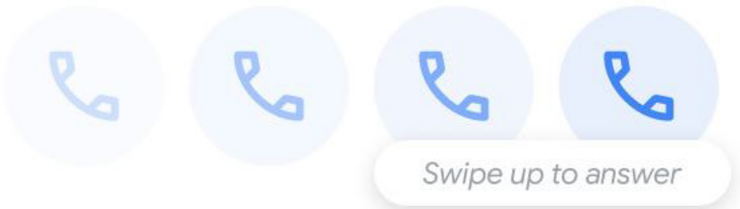
Head of Data and AI,
Banco BV

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05



# Personalize customer experience at scale with multi-agent AI




# The challenge

You manage a busy call center. A major product launch has coincided with an unrelated, yet widespread issue, and your customer care team is being overwhelmed with calls. Employees are scrambling to find the information they need to answer customers' queries and get through the growing queue of inbound calls.

# The solution



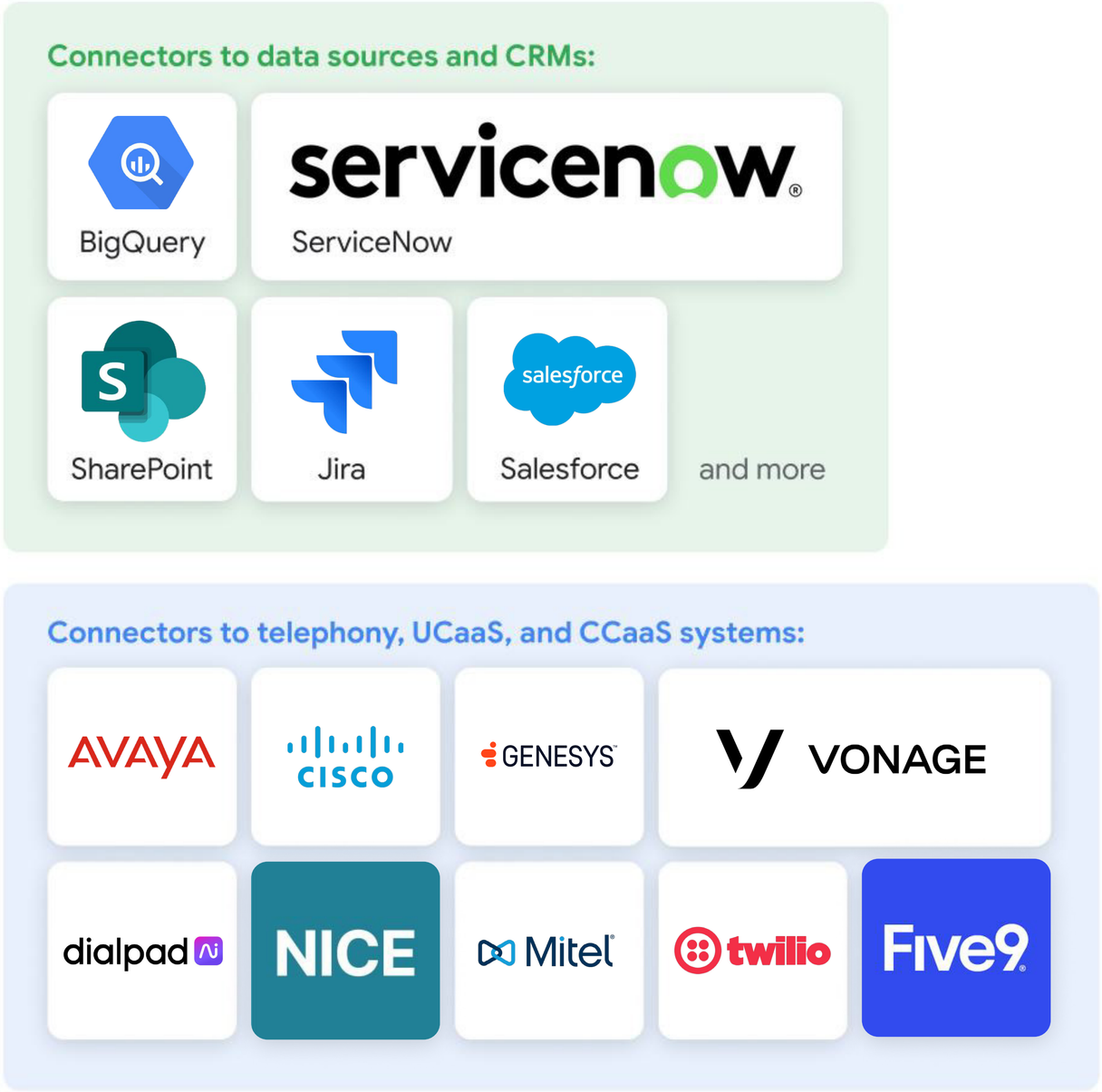

Conversational AI agents can scale your customer service operations across all your channels by automatically responding to incoming queries in multiple languages and routing more complex cases, leading to faster response times, a higher volume of case resolutions, and more satisfied customers. Other AI agents proactively assist call center employees by providing real-time coaching and recommended responses to best address the customer's needs, and reducing workload by automatically generating call summaries. And finally, AI agents analyze all of the customer interactions and in a central dashboard provide call center managers with data-driven insights to boost operational efficiency, improve customer service performance, and create better customer experiences.

# How to get started

Enterprises can build connected customer experiences with agents and systems using both **Customer Engagement Suite with Google AI** and **Agentspace**.

Customer Engagement Suite with Google AI is a multi-agent application that helps deliver exceptional customer experiences across every touchpoint with Conversational Agents, Agent Assist, and Conversational Insights. Customers can self-serve through voice or chat; customer service representatives can resolve issues faster and receive more targeted training; and managers can tap into rich insights on trends and performance.

Behind the scenes, users with little to no technical experience can easily build conversational agents for a variety of use cases in a no-code or low-code environment. Agentspace expands these capabilities by connecting agents to third-party agents, applications, and enterprise data.





verizon

“

At Verizon, we’re focused on transforming every customer interaction into a moment of genuine connection. Google’s Customer Engagement Suite, powered by Gemini, allows us to deliver faster, more personalized service, significantly reducing call times and empowering our team to focus on what truly matters: our customers. This human in the loop technology is not just about ease and simplicity; it’s about building lasting loyalty through exceptional experiences.”

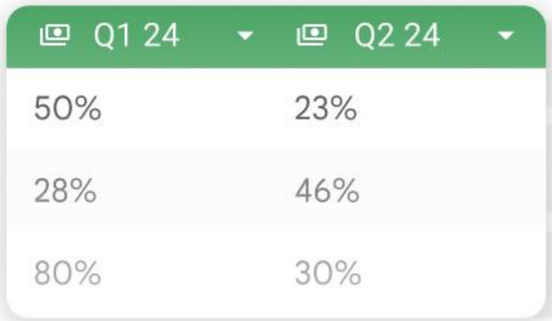
**Sampath Sowmyanarayan**
Chief Executive Officer,
Verizon Consumer Group

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06



# Boost marketing engagement and conversion rates




# The challenge

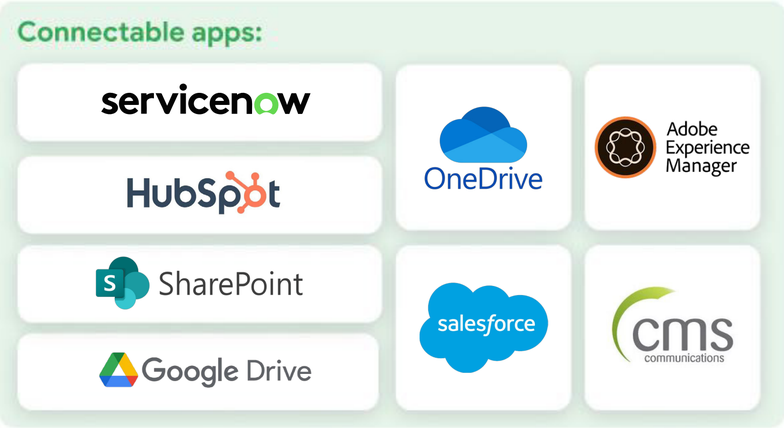
You've been asked to plan the next quarter's marketing campaign. The goal is to boost engagement and conversion rates by personalizing messages, product recommendations, and offers based on customer data. Yet, to enable this, you need to dig into past campaigns, pulling data from various internal and external sources, not to mention create the content.

# The solution

You use an AI agent to plan, produce, and optimize a high-engagement, high-conversion marketing campaign. Your agent finds all your best-performing ad campaigns and audience insights by connecting to your critical marketing systems. It analyzes customer data, creating insights about your target audience's preferences, and uses those insights to generate high-quality, tailored content in your brand voice.

# How to get started

**Agentspace** connects to the critical systems marketers use, enabling seamless access to data for agent-driven content generation. It helps accelerate analysis and uncovers deeper insights beyond surface-level metrics, while freeing up marketers' time for strategic analysis.




Try these prompts

Locate the performance report PDF for the recent online advertising campaign on [platform].

+

Summarize the key performance highlights and lowlights from the attached [campaign name] end-of-campaign report.

+

Give me some creative concepts for a visual ad campaign targeting [target audience segment] focused on [key benefit].

+ Deep Research Web search Sources



DECATHLON

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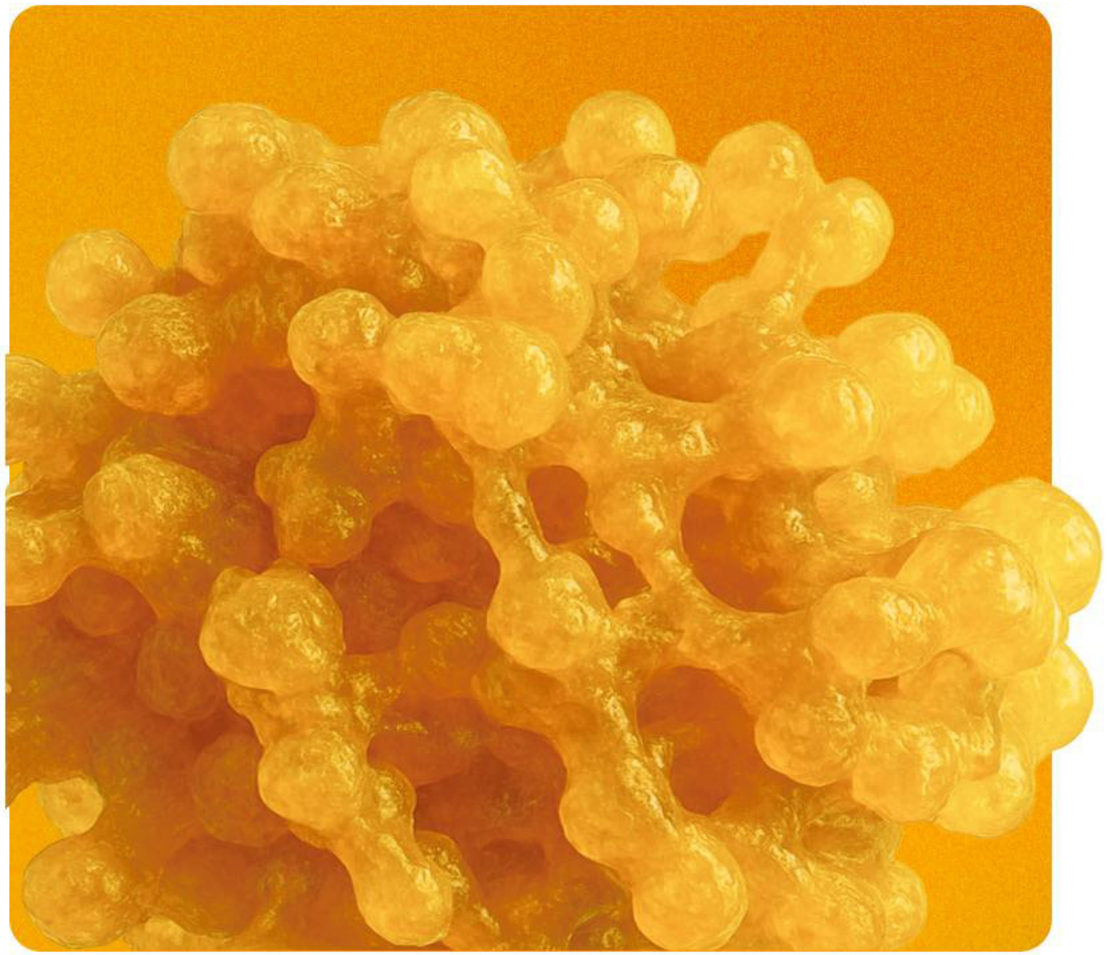
At Decathlon, we’re driven by a passion for sports and a commitment to innovation. Google Agentspace’s ability to connect teams with the right information from across organizations and provide self-service assistance is incredibly promising. Google Agentspace could become an essential enabler for product designers, marketers, and researchers, enabling them to make faster, more informed decisions and ultimately delivering even better experiences for customers. Our cross-functional teams—from data to workplace tools—see it as a great promise to meet our needs.”

**Youssef Bakkali**
Group Product Manager
Decathlon

Read more →

07

# Shorten the sales cycle






# The challenge

In today's hyper-connected world, customer inquiries come from all angles. The web. Email. Your call center. Social media. The list goes on. For busy sales professionals, staying on top of all these requests is hard work. Not to mention keeping abreast of best practices in sales, and the latest customer research.

# The solution

Sales teams can work smarter by getting AI agents to take on the gruntwork—like locating documents and sales playbooks other teams are using to engage new customers, and monitoring customer requests in connected systems. Agents can also provide analysis on the best path forward. This frees sales up to focus on what matters most: nurturing prospects and strengthening customer relationships.

# How to get started

**Agentspace** gives sales teams direct access to customer resources across the business—such as contact details, interaction history, deal status, past purchases, support tickets—so you can quickly find all relevant customer information, in the moment that matters. It can help bring sales teams up to speed on new customer insights before important meetings. And it can automate tedious admin tasks like de-duping account names, to free up time to focus on nurturing client relationships.

**Connectable apps:**

- HubSpot
- SharePoint
- Microsoft Outlook
- salesforce (Featured integration: Agentforce)

Try these prompts

Identify any recurring objections raised by [prospect name] across these documents.

+

Analyze the lead data and identify the ten most promising leads in [industry] based on the attached needs analysis notes.

+

Find and delete duplicate lead records in our CRM.

+ Deep Research Web search Sources

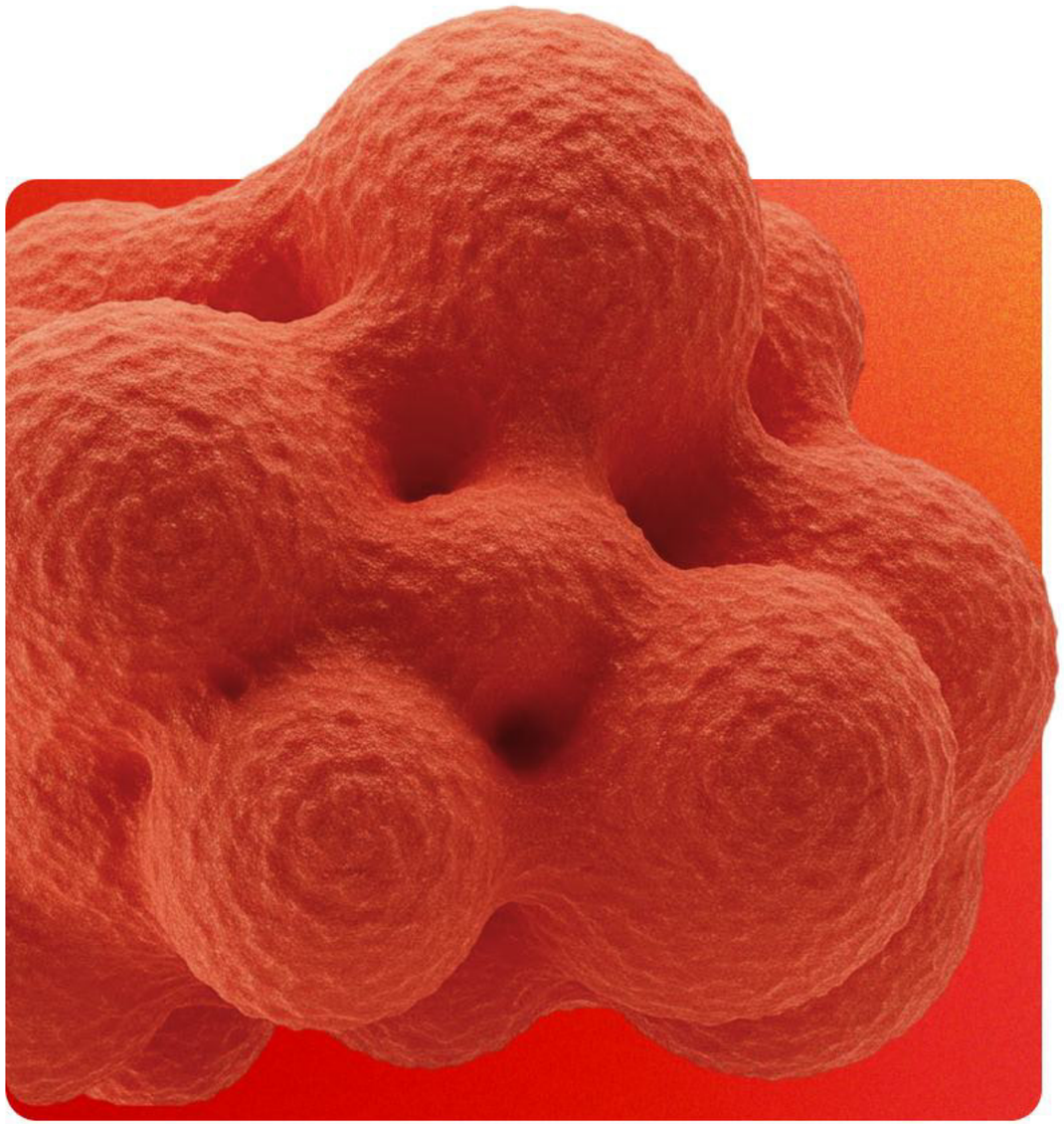
rubrik

**Rubrik**, a cybersecurity company, is leveraging knowledge agents in Agentspace to develop deeper customer insights and prepare for impactful sales interactions.

Read more →



08



# Find a bug in your code and fix it, with just a prompt

# The challenge

You've just written a significant amount of code for a new feature. During testing, you encounter a bug—the application crashes under specific, seemingly random conditions. The error message is vague and doesn't pinpoint the exact location of the problem. You now face the time-consuming task of stepping through the code, logs, and stack traces to find the problem. It's a slow and frustrating process.

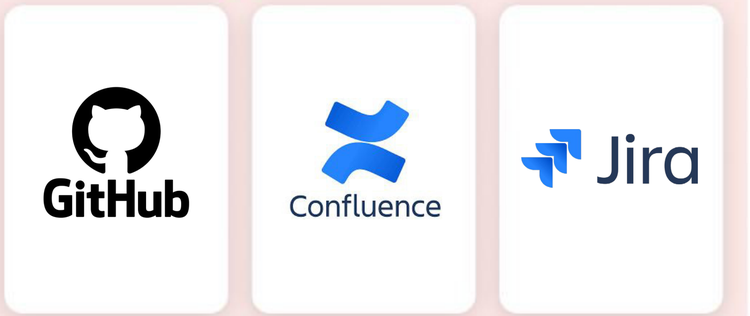
# The solution

Integrated into the developer's IDE or workflow, an AI agent could significantly streamline this debugging process using intelligent log analysis or pattern recognition. What's more, an agent could also identify bottlenecks in code by analyzing it against best practices; and find and reuse existing code and documentation, eliminating the need for redundant work. It all helps free up developers' time to focus on bigger picture tasks.

# How to get started

**Agentspace** helps developer teams avoid redundant work by finding and reusing existing code and documentation, and automating engineering tasks like synthesizing bug reports from across your organization for efficient troubleshooting.

**Connectable apps:**




Try these prompts

Find code examples in the repository for implementing authentication using [library name].

+

Summarize the main responsibilities of the [microservice name] based on its documentation.

+

Generate boilerplate Python code for a function that reads data from a CSV file.

+ Deep Research Web search Sources

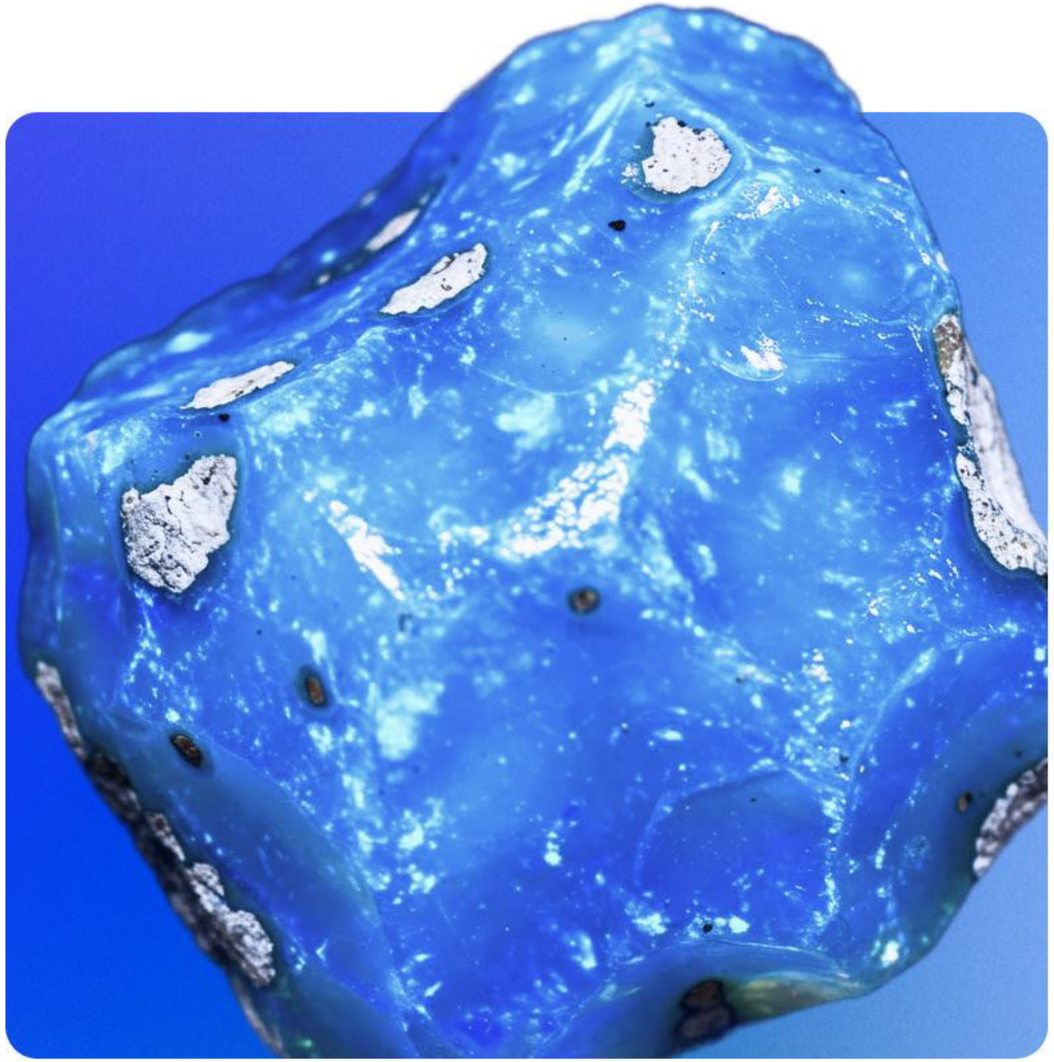
TATA CONSULTANCY SERVICES

**Tata Consultancy Services (TCS)** helps build persona-based AI agents on Google Cloud, contextualized with enterprise knowledge to accelerate software development.

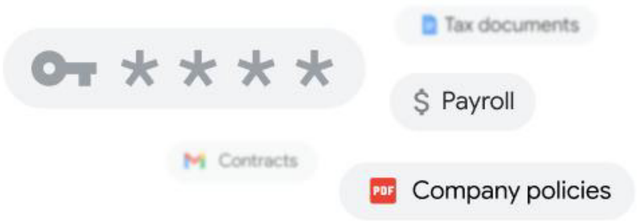
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09



# Simplify onboarding and other HR workflows




# The challenge

You're tasked with onboarding six new hires this week. You need to prepare and distribute their contracts, tax documents, company policies, and IT access requests. You need to get forms signed. You need to coordinate access passes for the building and passwords for IT systems, and get them onto payroll. All this manual onboarding can be so time-consuming, there's no time left for a welcome cup of coffee and tour of the office.




# The solution

AI agents can take care of administrative onboarding tasks, helping to deliver a smoother onboarding process for new hires—and freeing up HR's time to provide a more welcoming, personalized experience. Agents could also help HR in other ways. For example, a feedback agent could design and manage employee surveys, collating and analyzing the data to identify areas for improvement. Or a search agent could find and analyze HR trends and best practices from teams across the globe.

# How to get started

**Agentspace** connects to the critical systems HR teams use, enabling seamless access to data for agent-driven employee experiences. It empowers you to find policies and information in an instant. It helps you understand employee sentiment, survey results, attrition data, and training needs. It streamlines HR processes like recruitment and onboarding. And, ultimately, it helps you deliver a better experience to employees.

Connectable apps:

SharePoint

servicenow

Google Drive

Confluence

OneDrive

Try these prompts

Analyze these exit interviews and summarize the common reasons cited for attrition last quarter.

+

Based on questions asked in the HR helpdesk system this month, identify areas where employees seem to have the most confusion.

+

Create a personalized learning and development plan for a new hire who needs to learn about [topic]. Organize it by day and suggest relevant files.

+ Deep Research Web search Sources

UKG

**UKG**, an HR and workforce management solutions provider, enhances the workplace experience with UKG Bryte AI, a trusted conversational agent built with Google Cloud that enables HR administrators and people managers to request information about company policies, business insights, and more.

Read more →



10



# Build your own AI agent

Please wait, you are tenth in the queue

# The challenge

You've heard the buzz about how AI agents are enabling workers in your field to automate time-consuming, menial tasks. And you have a particular workflow in mind that's perfect for agentic AI. Problem is, you're tenth in line at the IT department's door, and don't want to wait for the tech team to build and deliver your bespoke agent.

Creating agent...

# The solution

No one knows the nuances of a job as well as the people who do that job. Empowering every employee with the ability to easily create their own agents—or adapt pre-built agents—to solve specific, job-related tasks will drive scalable adoption across the business.



# How to get started

Depending on your level of expertise and the type of agent you're after, you've got options for how to start building your own AI agents.

Get step-by-step instructions for building no-code agents →



**Pre-build agents:** Agent Gallery provides employees with a single view of all AI agents in your business ecosystem, no technical expertise needed. Access ready-to-use AI agents pre-built for you by Google, your internal developers, and your partners. Check out the Google Cloud Marketplace and enable them in Agent Gallery, extending your options.



**Agent Designer** is an easy, no-code interface for employees who want to create custom agents that are securely connected to your enterprise's data. Use the simple, chat-based interface, pre-built tools, and automated actions to design agents that specialize in your individual workflows and tasks.



Developers and engineers can then take that agent and build it out in **Vertex AI Agent Builder**, or start from scratch in building a new AI agent.

Agentspace supports the open Agent2Agent protocol, ensuring interoperability with not only data sources connected via Agentspace, but also agents built on other platforms.



# NetApp

**NetApp** allows organizations to build AI agents with Agentspace directly on their existing NetApp data—no data duplication required.

# Get started today with AI agents

The examples in this guide just scratch the surface of what's possible with AI agents. As leading enterprises around the world are already proving, next-gen AI agents are transforming everything from procurement and accounting, to engineering and customer support. Google AI has your AI agent strategy covered.

From Conversational Agents for efficient customer support, to Idea Generation for an always-on thought partner, agents are embedded into Google products. And with Agentspace, you can connect and access all of your agents, including those you custom build on Vertex.

## 100+ prompts to get started in Google Agentspace for every role and industry (No code required!)

As the ability to adopt and customize agents becomes more essential, we're ready to take this journey with you. Check out our companion piece for prompts to help business professionals get their team of AI agents up and running, based on popular workflows in HR, sales, marketing, finance, legal, and more.

Get the guide →

crystalloids

# Take the next step

Ready to see how Crystalloids and Google Cloud can transform your business? Our team is happy to help you explore solutions tailored to your specific needs and guide you through implementation. Let's discuss how you can leverage Google Cloud's powerful tools to improve efficiency, drive innovation, and achieve your business goals.

Contact us Contact us today for a personalized consultation and discover how we can help you unlock the new possibilities of Google Cloud.

We are happy to help you every step of the way.

Sincerely,

Crystalloids B.V.



Google Cloud
Partner

More information can be found at www.crystalloids.com