



LEVERAGING THE BEST OF EMERGING TECHNOLOGIES

BUSINESS PROBLEM

Google has long been committed to enhancing user experiences - for its customers as well as its employees - globally. The company recognizes technology's transformative power and employs a strategic approach to leveraging this potential. Google is credited with pioneering artificial intelligence (AI) to improve user interactions and set a benchmark for secure and reliable platforms. The company prides itself on effectively navigating the complexities of AI implementation, prioritizing trust, ethical considerations, and user satisfaction.

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WE ARE GOING THROUGH AN INFLECTION POINT WHERE THERE IS A LOT OF EXPERIMENTING, A LOT OF PRESSURE TO COMPETE, AND A LOT OF HYPE ABOUT AI. CAREFUL CONSIDERATION MUST BE GIVEN ON HOW TO BEST LEVERAGE THE TECHNOLOGY.

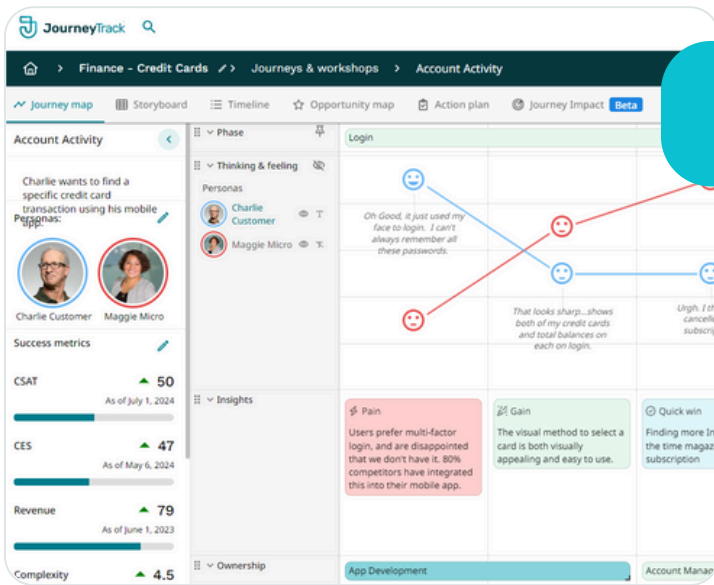
To achieve these goals, Google's Trust and Safety team needed to develop a systematic and scalable approach that integrates AI with human creativity, leading to exceptional user experiences.

SOLUTION

The approach that the Google Trust and Safety team has found most effective is to rely on the basics: thorough research and an organized approach to customer journey mapping. Google employs journey mapping to gain a comprehensive

understanding of the user's current state journey before designing a future state.

The team found JourneyTrack to be their pivotal all-in-one solution, serving as the ultimate source of truth.



RESULTS

The platform highlights critical elements such as “thinking and feeling” while clearly illustrating each interaction step. This empowers the team to identify significant moments of truth with precision.

JourneyTrack’s unique Opportunity Score feature allows for easy prioritization and gives the team the confidence that they are making better business decisions.

The Journey Atlas feature has been instrumental in seeing the big picture.

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THE KEY IS NOT TO USE AI ‘BECAUSE YOU CAN.’ HEURISTIC OR MANUAL CONTROL CAN OFTEN CREATE BETTER EXPERIENCES. JOURNEYTRACK HELPS US UNDERSTAND, VISUALIZE, AND TRACK USER JOURNEYS - WITH AND WITHOUT AI - TO DELIVER THE BEST POSSIBLE EXPERIENCE FOR OUR USERS.

BOTTOM LINE

JourneyTrack provides the ideal platform for the Google Trust and Safety team to continue leveraging the best of emerging technologies with confidence to create exceptional experiences.