Revolutionizing the Google employee experience

Driving potential like never before

G × TKS

EXECUTIVE SUMMARY

Problem

Due to inefficient processes and a lack of product knowledge, Google employees have challenges in achieving optimal performance.

- Google, with a workforce of **174,014** in 2023, relies heavily on its primary revenue source, ads, accounting for **$76.7 billion** in Q3 2023 or **77.7%** of its total revenue.

- Google's Revenue per Employee (RPE) in Q3 of 2023 stood at approximately **$440,769**

- With **7,000,000+** advertisers using Google Ads as a platform for advertising, it's crucial for employees to achieve optimal performance

Recommendation

3 simple multifaceted approaches: TRAIN, ASK, and TRACK, enhance the overall employee experience.

#1: Google Train, redesigning how training **modules** are shared and made by personalizing them based on employee profiles. The user can receive **XP** from these modules and convert them into rewards.

#2: Google Ask, an AI coach that offers real-time tips, after-call feedback, summarizes mass emails, and newsletters and provides employees with the most **relevant information**.

#3: Google Track, an automated tracker that shows the health of each product, **BFM** metrics, and its connection to employee product knowledge

Outcome

The shift to a hyper-personalized approach will enhance Google's overall efficiency, improve employee product knowledge, and lead the tech industry

- **Google Train** simplifies the inefficient process of employee training through quarterly modules that are **personalized** to the employee

- **Google Ask** will make work routines easier by acting as a live coach and fill any internal gaps

- **Google Track** allows Google to now see the connection between BFM metrics and employee product knowledge
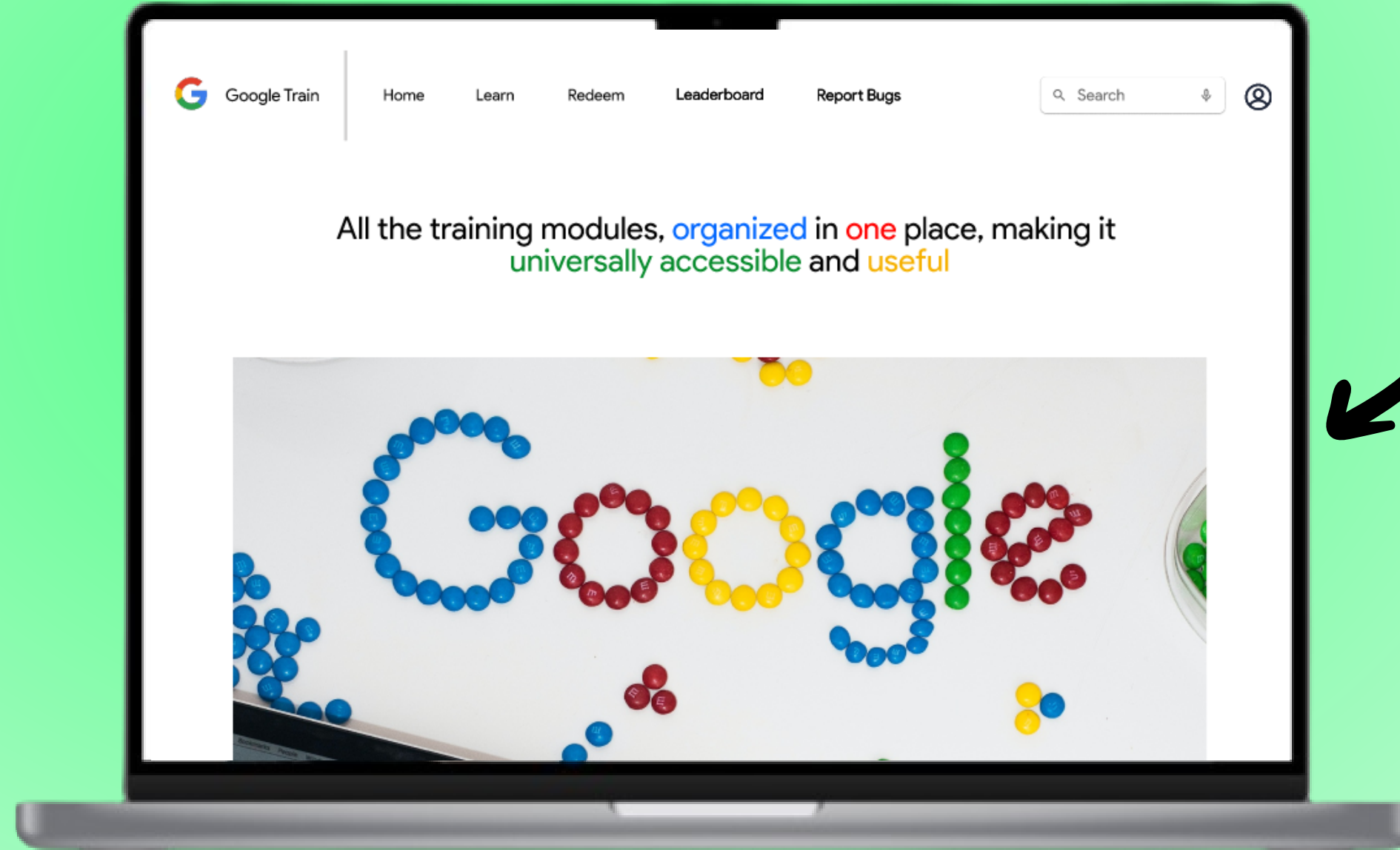
Reimagining the way employees learn

Prototype

Tim L.
Senior Account Executive at Amazon with 6 yrs at Google

"It's a **smart move and a win-win** for everyone involved."

Click me!

Click **here** to check out Google Train!

What the Google Employee Experience is lacking Right Now.

PERSONALIZATION

EFFICIENCY

TRACKING

Although Google has made significant advances in personalization, Employees still receive quarterly training modules that are often irrelevant to their work.

Employees often don't have the best understanding of products due to time, leaving them in the dark during sales calls, our solution aims to provide employees with the right information, at the right time.

Google uses BFM's to measure the health of a product's uptake but does not have a way to see if there is a connection between employee product knowledge and rises in BFM's.

MEET BYANSI ANTHONY

Byansi uses and learns many things through Microsoft's Learn platform that he uses in his daily work life. Over time, he has developed an interest in working through these modules on his own time. Byansi's performance has skyrocketed from these modules!

> " A similar employee education system is being used here at Microsoft...and I can say it works well. All of my colleagues and friends love it! It follows a simple structure of completing modules on whatever you're doing, getting trophies and badges and causing friendly competition between colleagues. The modules are also easily accessible.

Byansi is a Power Platform Community Lead and Microsoft Learn Student Ambassador who is passionate about guiding and driving technological education in Uganda. He leads a team dedicated to empowering aspiring technologists, forming strategic groups and hosting powerful events and workshops.

EARNING
WHILE LEARNING

A unique approach to maximizing effectiveness and product knowledge through *personalized modules*

1. The use of algorithms that analyze employee profiles

2. The employee experience (status quo) vs ours

3. Filling in the Gaps through *specific features*

PERSONALIZED TRAINING MODULES

Currently, Google has training modules that are assigned to each employee every quarter by their manager. These are meant to train the employee and help them in their daily work routine. However, these modules have not been as helpful as Google wants them to be. The assigned modules are often not relevant to the employee's work, making them ineffective and time–consuming.

With AI as a popular tool, employees can be recommended personalized modules, based on their role and location.

- **An algorithm** is used to recommend modules to each employee
- Employees will be rewarded through personalized modules and access them easily through the app's home screen and **notifications**
- Employees will now get more out of the modules since the skills they learn can be **transferred** to their work.
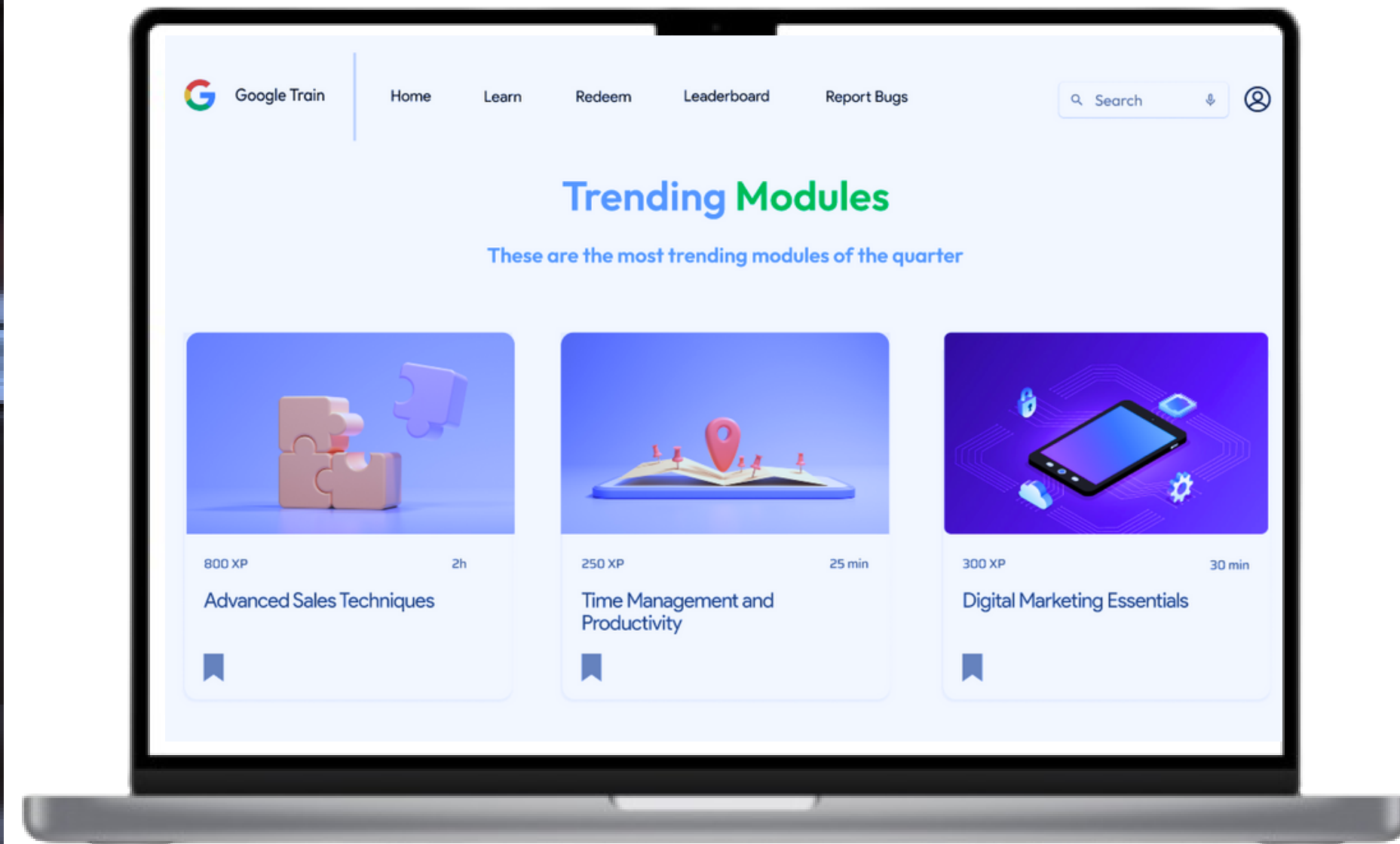
GOOGLE TRAIN'S PERSONALIZED MODULES

Google Train will automatically assign modules to each employee based on many factors such as location and job. Google values the user and believes that all else will follow if you focus on the user. Similarly, Google Train prioritizes providing the best user experience possible. It's designed so you don't have to consider how it might have been designed differently. Train is also designed to stay updated and adapt with through continuous improvements.

Algorithim   Learn more on the code and how it assigns modules

CONNECT SALES

1

Google Train uses and learns straight from Google's Connect Sales. This way, Train can provide and make the most relevant modules.

2

Google Train can also find gaps in pre-existing materisls like pitch decks and generate modules to help fill in the gap.

GOOGLE TRAIN FEATURES

We create a profile for each person, allowing for mass data collection on each Google employee. Our features simplify, excite and personalize the employee learning experience.

Leaderboard

A Leaderboard that showcases top-performing employees based on training achievements. 78% of U.S. workers say it's beneficial to have healthy competition at work. [1]

Location

Tailored training content to specific geographic locations, ensuring that employees receive regionally relevant information and resources.

Job

Certain modules are sent to each employee based on the clients they are working with and the products they are often selling, this way employees can transfer things they learned from the modules directly to their work.

Expertise

Modules with content specific to individual expertise levels, delivering tailored materials for varying experience levels within the organization.

Incentivized

Employees can use XP earned from modules to claim rewards and recognition, motivating them to work harder.

Benefits and Outcomes

Increase in Employees Desire to Learn

Google Train improves the employee's module learning **experience** while also **encouraging employees** to learn on their own. The addition of the leaderboard will bring a friendly competitive aspect to the experience, **motivating** employees to do more

Optimal Employee Performance

Employees will now be able to have more **effective** sales calls since they have a **better understanding** of how the products they're dealing with work.

Growth in sales volume

Google Train also helps employees be at their **best**, leading to a **growth** in sales volume. This is because the employees are bringing in **more revenue** with their extensive knowledge of the product/service being sold.

PERSONALIZED COACH

Google's current method of communicating recent breakthroughs, product changes or interesting news is very inefficient. They are usually communicated through a large email containing everything. It is quite difficult for each employee to find the information relevant to them or their role. This causes a tremendous amount of time to be wasted which is translated into revenue.
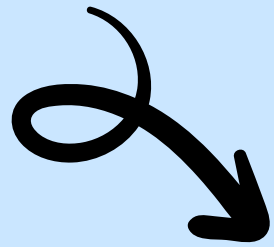
Also using AI, employees can ask this chatbot-like model questions like summarizing a big email or retrieving the relevant parts of a meeting.

- **An AI model** which will be trained on a plethora of company data continuously for ideal performance.
- Usable in meetings, emails, newsletters, and reports to **extract** information relevant to the employee.

Click me!

Google Ask

Experience walk-through

Google Ask
Hello! I'm here to assist you with any tasks or questions you have related to Google products and automating your work. How can I assist you today?

In 2 sentences tell me why your the best

Google Ask
I am the best because I can help you automate your work, save time, and provide reliable results by leveraging the power of Google products. Additionally, I can assist you in understanding and selling Google products more effectively, making your professional life easier and more successful.
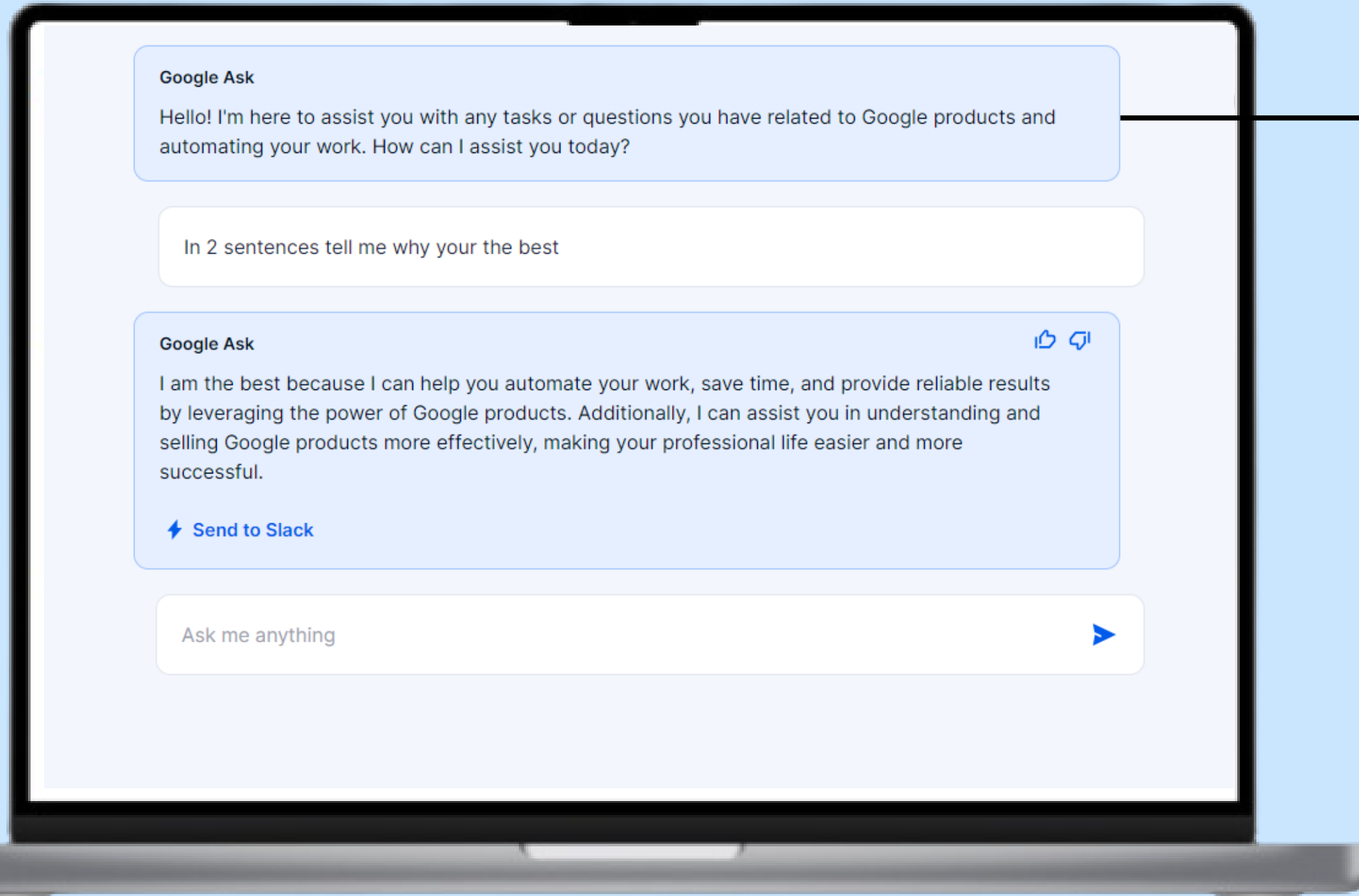
⚡ Send to Slack

Ask me anything

1 **Google Ask** is ready to help the employee with any question

2 The employee can then type in any question they might have or feedback they want on their recent meeting

3 A response is then generated and the employee can choose to like or dislike the response. **Ask** will then learn from them.

Click **Here** to check it out

Google Ask

Fast is better than slow [(2)]

Google Ask understands that each employee's time is valuable, so when seeking an answer for something, you want it right away – and Ask aims to please. Our main goal is to have employees leave Ask as quickly as possible, which few to none can say.

- Ask uses Google's pre–existing internal information repositories to learn and train.
- Ask will also be trained on data from Connect Sales so that Ask can provide employees with the most effective resources and relevant answers.
- Google's patented PageRank algorithm will also be implemented into Ask so that it can analyze which resources have been "voted" to be the best sources and most helpful to employees.
- As more and more people start talking to Ask and providing feedback on its answers, it will get better at providing employees with the best answers.
- Ask will incorporate many security measures to safeguard user data and maintain privacy.

Google Ask

Benefits to Employees

Employees will be significantly more satisfied and less stressed out if they have a way to automate certain tasks and receive on the spot feedback

90,000+

53% of Google employees feel extremely stressed in their jobs, leading to early departures and low performance outcomes

54%

of digital assistant users have agreed that digital personal assistants make their life easier

Click here to learn more about how employees have been feeling

Google Ask

OUTCOMES AND BENEFITS

Better Understanding of Company Activities

Employees will now better understand company activities and initiatives because they aren't being overloaded with information which they struggle to dissect the relevant parts. They will not be looking at it as a hard, time-consuming task but rather an easy, simple and possibly fun task. This could also lead to increasing their desire to learn more about products/services that might be part of their role.

Faster Conveyance of Information

Information that takes hours to reach the employee from another employee can now be conveyed much faster since the employee will be receiving the information via Google Ask right after the meeting is finished or right as an email is received. This allows the employee to act upon the information very quickly which promotes work efficiency.
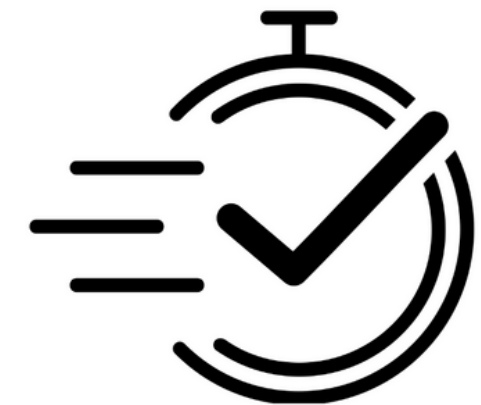
Less Time Wasted

Employees take hours just browsing through huge service emails and articles. This could lead to more loss of revenue. Since the average employee spends about 3 hours finding information actually relevant to them GoogleAsk will be reducing that by about 80%.The excess amount of time can be used for company initiatives that matter.

Google Track

Click me!

Overview: Google Track is a safe and protected platform that has each product's data regarding its revenue generated, the closing rate and its churn rate. Here, Google can compare each of its BFM metrics and see the correlation between an increase in employee product knowledge and rises in Business Forecast Metrics

Customizable Analytics Dashboard:
- A user-friendly dashboard that allows Google to customize and visualize BFM metrics specific to their goals. This feature enhances accessibility and ensures that insights are tailored to your current needs.

Historical Trends and Forecasting:
- Google can access historical data trends, facilitating a comprehensive analysis of how BFM metrics have evolved. Additionally, you can incorporate forecasting tools that help Google anticipate future trends and plan proactively.

Benchmarking Capabilities:
- Benchmarking features allow Google to compare their BFM metrics against industry standards or competitors. This facilitates a broader perspective, enabling them to identify areas for improvement and set realistic performance goals.
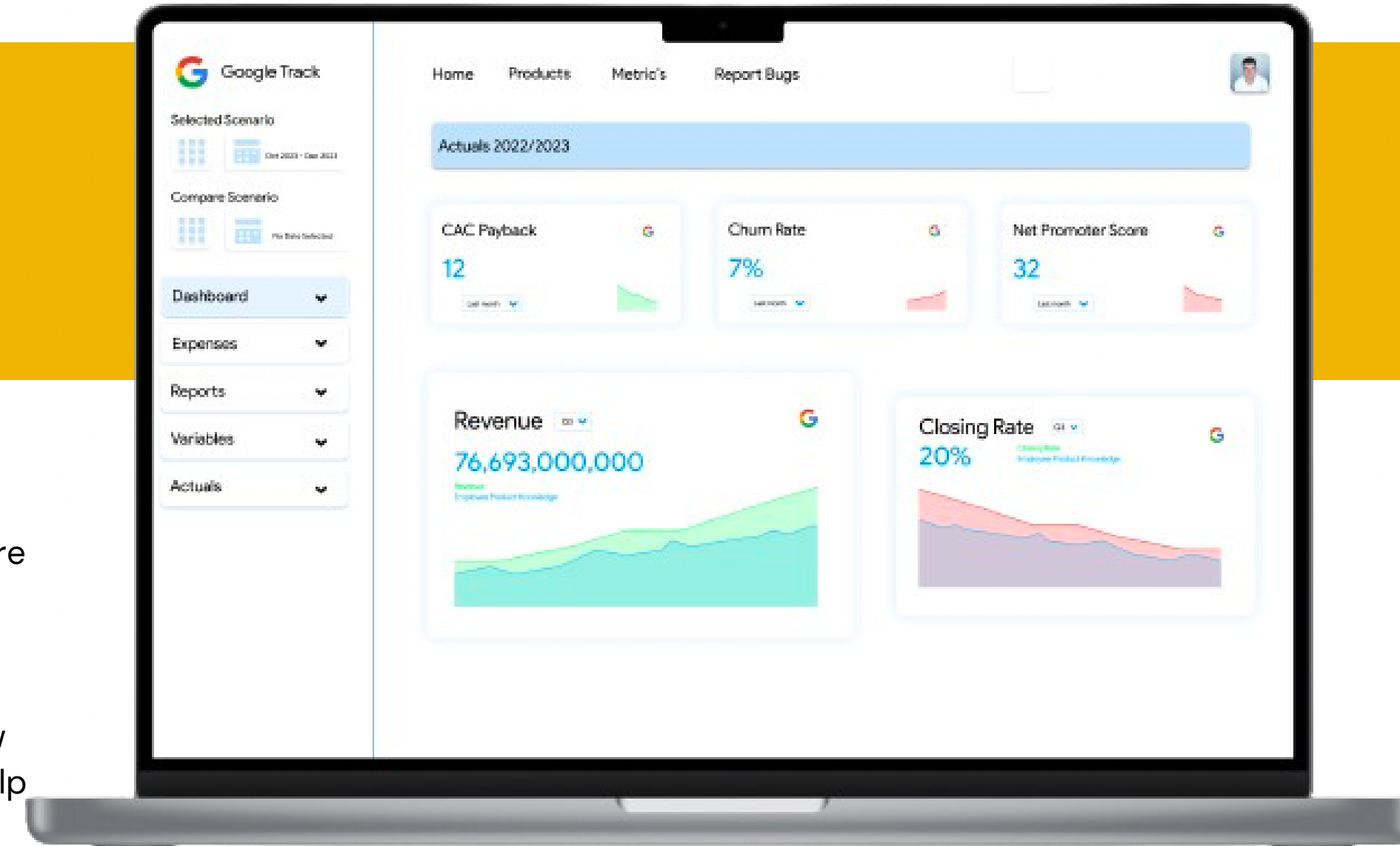
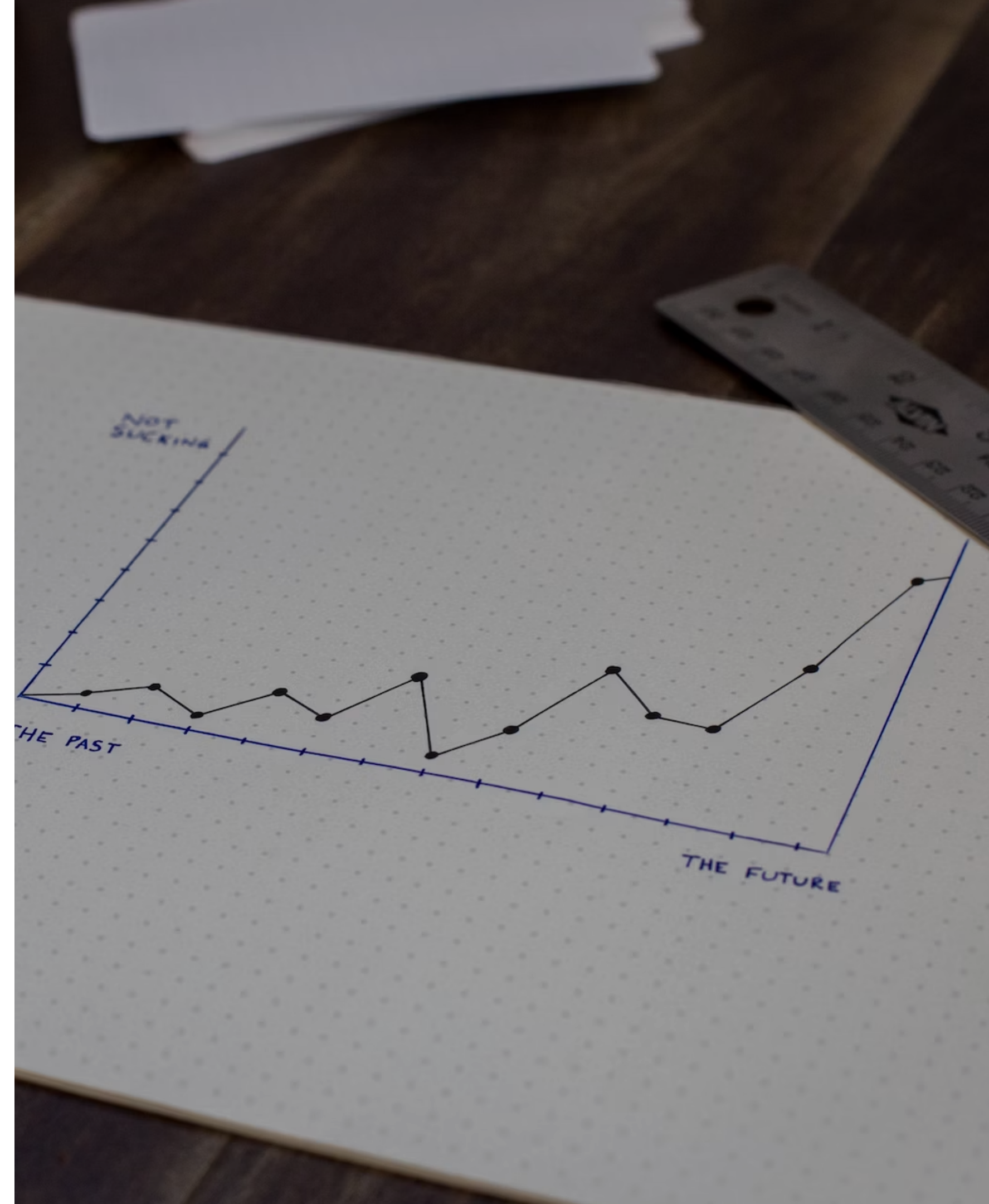Click **Here** to check it out

More on AI

Google Track

Google Track does one thing really, really well. That is comparing BFM metrics with employee product knowledge.
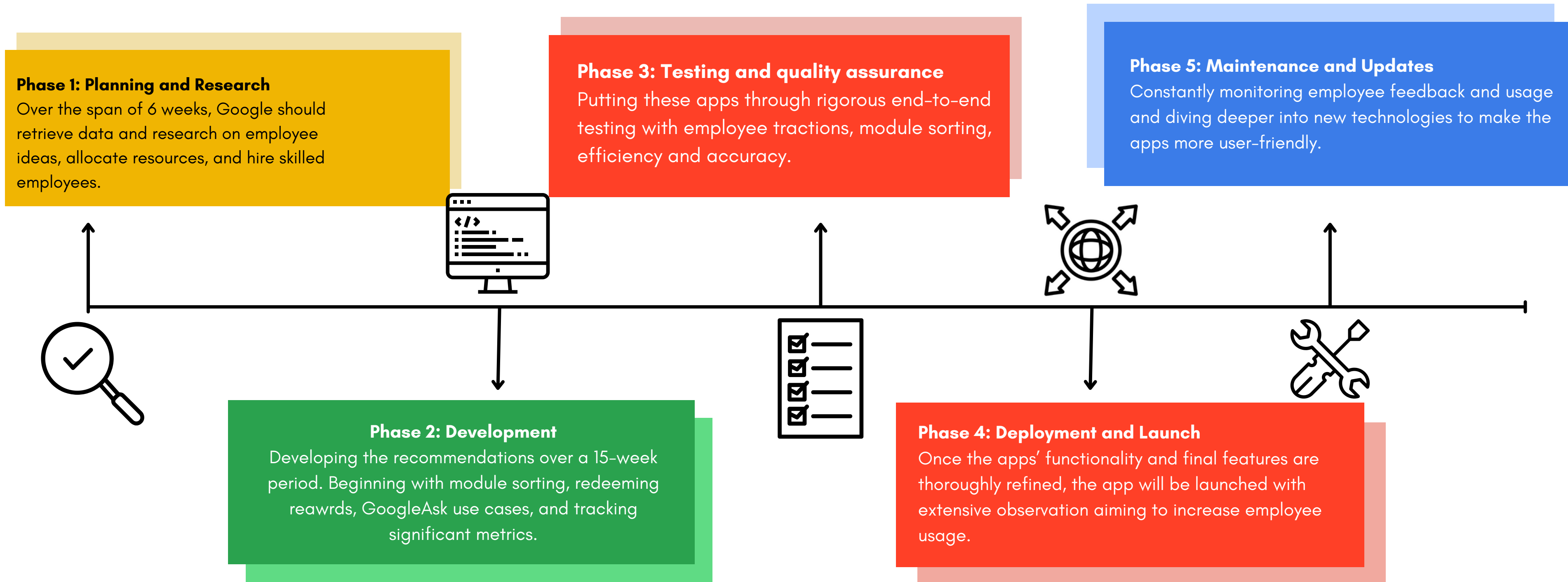
How does it work?

- Google Track is trained similarly by using pre-existing information repositories
- It analyzes and stores data from Google's current accounting softwares along with its quarterly reports.
- Through employee performance reports, feedback, and data from Google Train, Track will analyze and generate graphs for employee knowledge on each product so that you can quickly compare them to any BFM metric and visualize variances

Track will be integrated with a vast amount of analytical tools and algorithms to visually show each metric and see the correlations between the metrics and product knowledge. Track will also incorporate encryption methods to protect sensitive data and access controls to manage who sees what.

Implementation

Phase 1: Planning and Research
Over the span of 6 weeks, Google should retrieve data and research on employee ideas, allocate resources, and hire skilled employees.

Phase 3: Testing and quality assurance
Putting these apps through rigorous end-to-end testing with employee tractions, module sorting, efficiency and accuracy.

Phase 5: Maintenance and Updates
Constantly monitoring employee feedback and usage and diving deeper into new technologies to make the apps more user-friendly.

Phase 2: Development
Developing the recommendations over a 15-week period. Beginning with module sorting, redeeming reawrds, GoogleAsk use cases, and tracking significant metrics.

Phase 4: Deployment and Launch
Once the apps' functionality and final features are thoroughly refined, the app will be launched with extensive observation aiming to increase employee usage.

Detailed Implementation Plan
Includes individual implication plans as well

What experts have to say
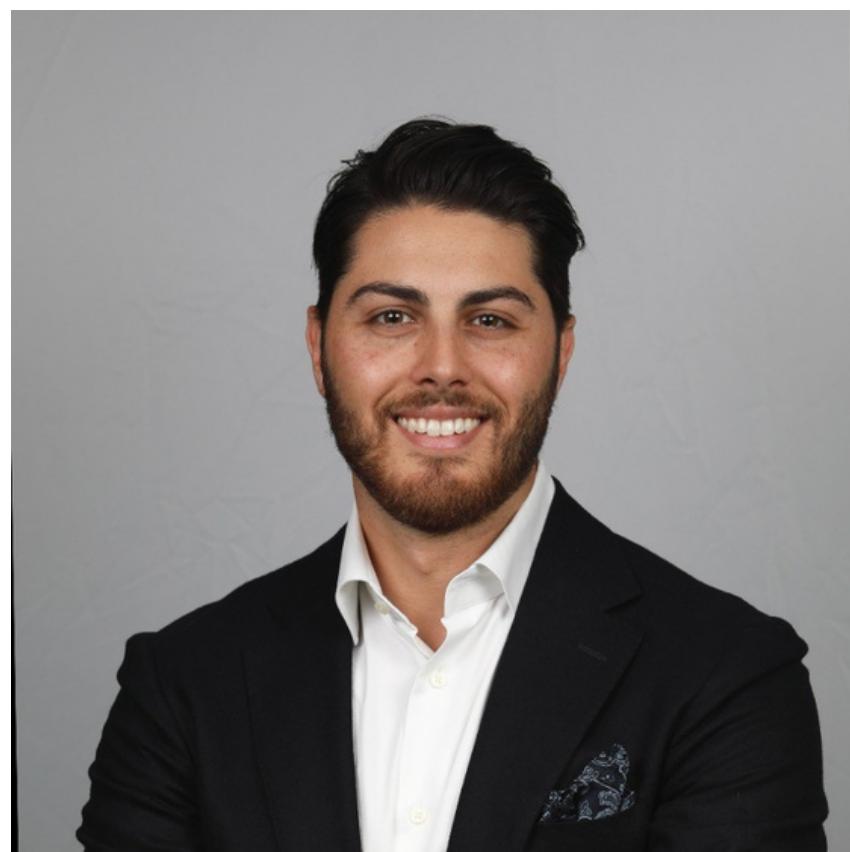
## Carmine Alfano [in]
Global Key Account Manager @ Google Cloud

"Materials have a lot to do with what we're selling – but are sometimes too high level, too technically deep, or not aligned to the reader/audience (ie too broad, not specific or opinionated enough). We think we're good at information systems – but for me, the problem is information overload, and I have a hard time knowing what is important to prioritize/read currently at Google"
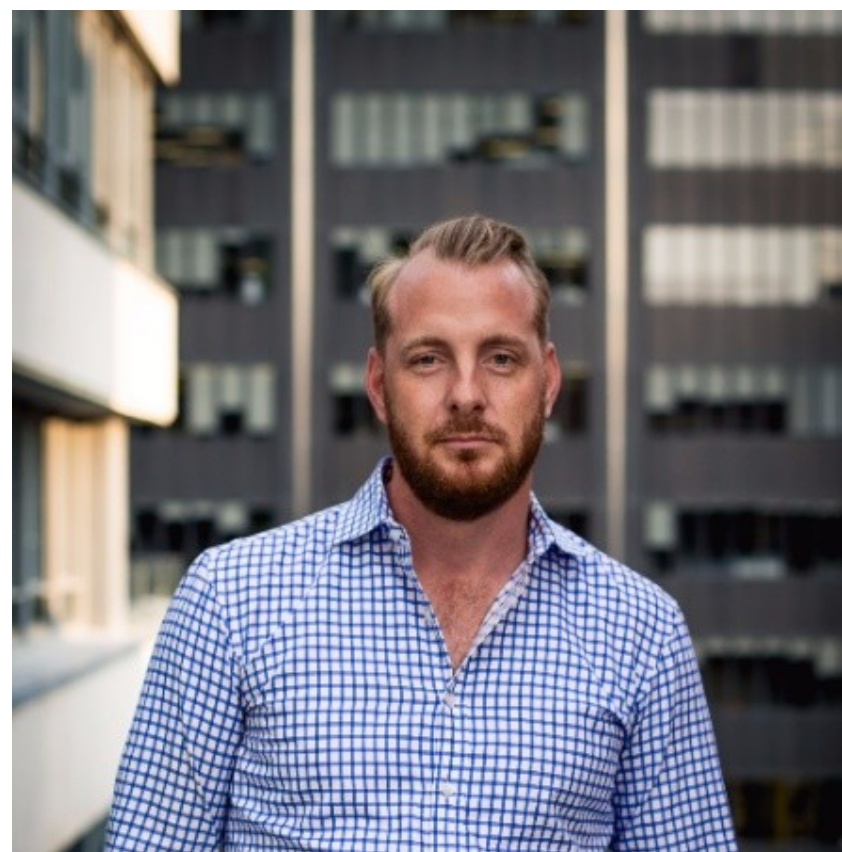
Tim Lamch [in]
Senior Account Executive at Amazon
with 6 yrs at Google

"The customized approach to meet salespeople's individual needs is fantastic. It's not one-size-fits-all, which is a huge plus. Also, the financial incentives are a great way to ensure on-time completions and business knowledge expertise since sales professionals are already familiar with financial based performance incentives which align with their employee benefits.
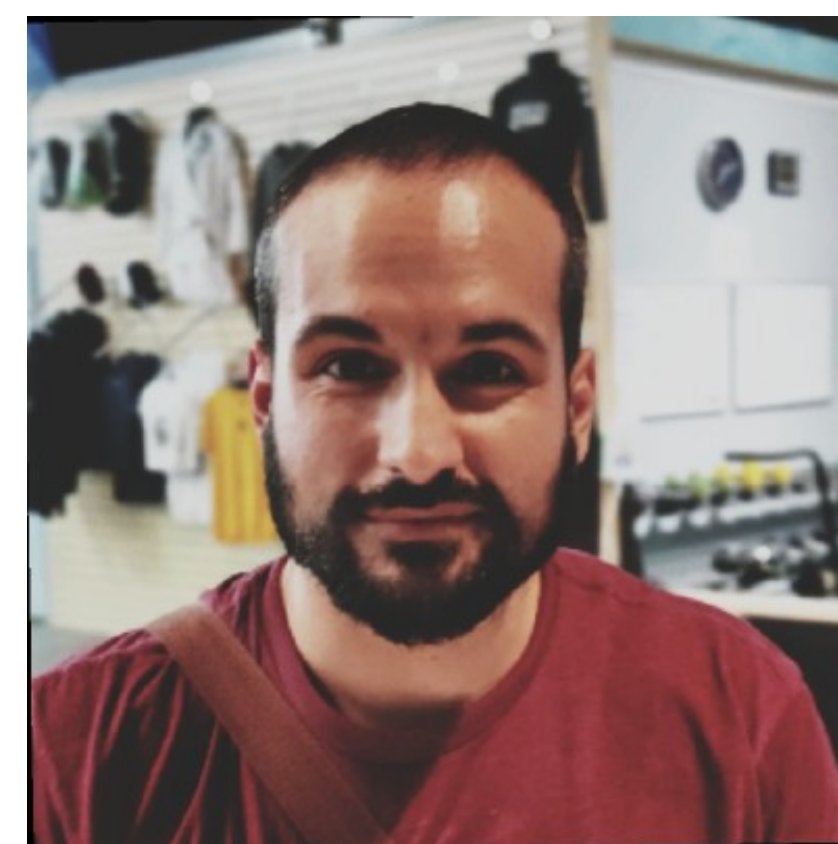
Levi Reed [in]
Ex-Amazon product marketing

"I'm really excited about the concept! The 'popular modules' feature is a clever way to incorporate social proof, making the content more credible and relevant. The addition of a leaderboard adds a fun, competitive element, motivating users to actively engage and contribute. "

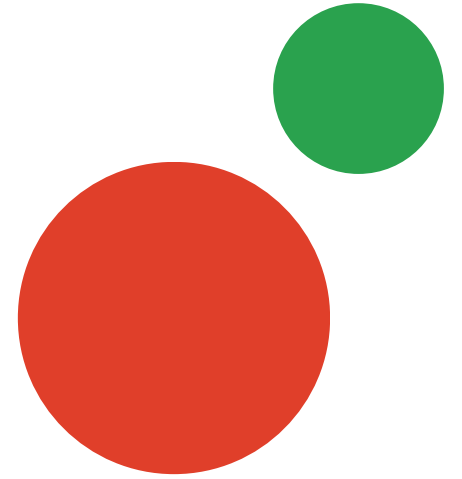**More validation from experts**

Krish Bhoopati

Prithvi Shah

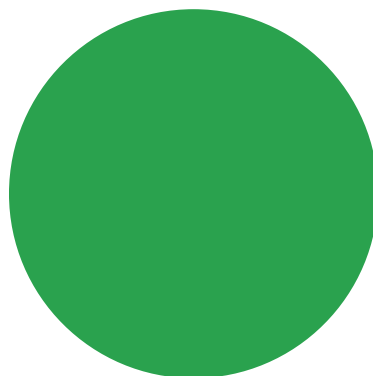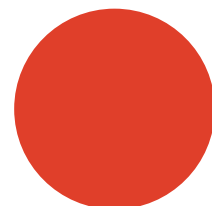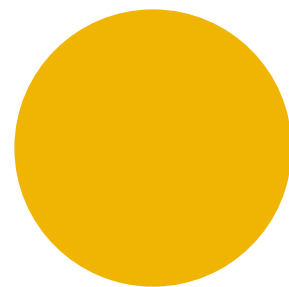Yakshith Kommineni

Kotaro Tanaka

On a more personal note...

Dear Google,
Thank you for giving us this great opportunity to make a real change in the technological industry.
If you ever have any questions, feel free to reach out to any of us, we would be more than happy to help.

Thank you,
Krish, Prithvi, Yakshith, and Kotaro

Appendix

Google Train

Demo	Prototype
Code	Pilot Cities

Google Ask

Demo	Prototype
Research	Execution Ability

Google Track

Demo	Prototype
AI to Win	Opportunity

More

Additional Validation	Detailed Implementation Plan

Mood Board