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Kroger scales generative AI strategy with Google Cloud to drive digital growth and personalisation

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Kroger announced an expanded relationship with Google Cloud. The leading grocery chain will use the Gemini Enterprise for Customer Experience (CX) solution to support its customer experience transformation, combining cutting-edge technology with the care, food knowledge and understanding customers expect from Kroger â?? all into a new personal shopping assistant.

Under the expansion, Kroger will roll out Gemini Enterprise for CX nationwide to help make grocery planning easier through an integrated Meal assistant and Shopping assistant â??providing faster shopping, without compromising on unique customer preferences.

In addition to deploying Gemini Enterprise for CX, Kroger will also use Customer Experience Agent Studio to analyse interactions and intent on calls made by customers to stores to proactively identify and resolve issues earlier, enhance associate productivity, and deliver a more seamless, "white-glove" experience nationwide.

"We know our customers want an experience that is seamless and adapts to the context of their day, and the Shopping assistant is one more way we will transform how our customers will engage with us," said Yael Cosset, executive vice president and chief digital officer for Kroger. "A customer planning a week of dinners, seeking recipe inspiration, or jumping into a new food regimen, will be able to ask our integrated assistant to create a shopping list based on their immediate needs, their budget, and their family's unique preferences. We are streamlining every aspect of the shopping experience, from building a basket and getting relevant offers and savings, to scheduling a delivery faster than ever before. We are making grocery shopping simpler and more personal, creating more time for real connections around foods families love."