Training: Google Cloud
Build Agents with CX Agent Studio

TRAINING GOALS:

In this course you will learn how to create, deploy and integrate agents in CX Agent Studio. You will create agents end-to-end including instructions, tools and sub-agents that work both for text and voice. Additionally, you will learn the different ways you can deploy the agent as well as integrations via web, API, telephony and CCaaS solutions. Finally, you will implement evaluations and configure monitoring and logging to understand the performance of your agent.

What you'll learn:

- Design multi-agent architectures and developer-first workflows.
- Evaluate CX agent performance.
- Implement deterministic logic.
- Create and maintain data stores that enhance CX agents.
- Deploy a CX agent to various digital channels.
- Leverage CX agent tools and connectors to integrate with various providers.
- Escalate to human agents.
- Apply industry best practices for a successful launch.
- Utilize Native Audio to configure natural voice-based interactions.

Audience

Conversational Architects, Conversational Designers. Data Engineers/Scientists and other roles supporting implementation of AI agents

Products

- Conversational Agents
- Agent Conversation
- Gemini Enterprise
- Google Cloud Contact Center as a Service

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- Conversational Agents
- Agent Assist
- Gemini Enterprise
- Google Cloud Contact Center as a Service

CONSPECT:

- Module 1 - Introduction to CX Agent Studio
  - Topics:
    - Then and now
    - AI agents and conversational AI solutions
    - Gemini Enterprise for Customer Experience (CX)
    - CX Agent Studio overview
  - Objectives:
    - Refresh your knowledge about AI agents on Google Cloud and CX Agent Studio.
    - Create production-ready agents in CX Agent Studio.
  - Activities:
    - Lab: Create CX agents ready for production
- Module 2 - Build CX agents
  - Topics:
    - Product demonstration
    - Build and refine multi-agent architecture
    - Hybrid versus deterministic agents
    - Make your CX agents enterprise ready
  - Objectives:
    - Design multi-agent architectures to manage complexity.
    - Apply best practices for instructions.
    - Implement deterministic logic.
    - Configure enterprise-ready features.
  - Activities:
    - Lab: Use CX Agent Studio memory and deterministic capabilities
- Module 3 - Programmatic management and voice agents
  - Topics:
    - Programmatic access to CX Agent Studio
    - Evolution of audio in AI Agents

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- Objectives:
  - Build agents programmatically.
  - Configure and troubleshoot Native Audio voice agents.
- Activities:
  - Lab: Configure and troubleshoot voice-based agents in CX Agent Studio

- Module 4 - Extend CX Agents with Agent Search data stores
  - Topics:
    - Introduction to Agent Search and data store agents
    - Core capabilities and technical advantages of data store agents
    - Use cases for data store agents
    - Phases of data store agent implementation
    - Create a data store in CX Agent Studio
    - Connection and configuration
    - Common search configurations
    - Common issues and troubleshooting
  - Objectives:
    - Differentiate between data store types
    - Create a data store
    - Leverage data stores and connectors
  - Activities:
    - Lab: Leverage data store and connectors in your CX Agent Studio
- Module 5 - Evaluate and configure CX agents
  - Topics:
    - Foundations and methods of CX Agent evaluation
    - Test case development and metrics
    - Advanced tuning and runs
  - Objectives:
    - Align agent responses with defined company rules.
    - Configure guardrails to protect your CX agent.
    - Set up Memory for a CX agent.
    - Implement custom webhooks.
  - Activities:
    - Lab: Evaluate CX Agent Studio and implement the Quality Hill Climbing process
    - Lab: Use CX Agent Studio memory and deterministic capabilities
- Module 6 - CX Agent Studio integrations
  - Topics:

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- Integrate CX agents with first- and third-party providers
- Digital channel integrations
- Third-party telephony integration
- Human escalation to third-party services
- Human escalation to Gemini Enterprise for CX
- Integration with Agent Assist
- Gemini Enterprise for CX integration through the API

- Objectives:
  - Deploy the CX agent to various digital channels.
  - Escalate to human agents using Google Cloud CCaaS and Gemini Enterprise for Customer Experience.
  - Integrate with third party telephony services.
- Activities:
  - Lab: Deploy agents to the web and third party channels from CX Agent Studio

- Module 7 - Essentials for a successful launch
  - Topics:
    - Strategic alignment and planning
    - Success metrics and visibility
    - Launch execution and technical readiness
    - Trust, safety and global readiness
  - Objectives:
    - Outline the industry best practices for a successful launch.
    - Recall available compliance languages.

REQUIREMENTS:

Basic understanding of Google Cloud and LLMs.

Difficulty level

CERTIFICATE:

The participants will obtain certificates signed by Google Cloud (course completion).

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TRAINER:

Authorized Google Cloud Trainer

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