

Specialist life-science marketing agency trials Gemini

We delivered a Gemini Proof of Value project to support a trial of the latest AI integrations into Google Workspace.

The challenge

The customer wanted to differentiate its position in the market via GenAI adoption and had begun using it to address a handful of use cases. Next step was to drive agency-wide operational and mindset shifts toward full AI-empowerment. There was also a need to systematically record the value of GenAI in terms of improved productivity, quality of work and levels of employee engagement.

The solution

We delivered a Duet AI (Gemini) trial so ramarketing could evaluate its potential to create new opportunities, augment delivery of client support & deliver business growth. Key phases: Exploring value represented by Duet AI & large language models Identifying success criteria Overview of Gemini capabilities Allowing client team to get 'hands-on' with Gemini Prompting best practice Pilot overv

The result

79% of participants in the project felt Gemini provided sufficient value to warrant keeping the licences. An estimated average of 41 minutes per person per day were saved, allowing time to be re-invested in strategic & other high-value initiatives. Project success was a pivotal moment in the agency's AI adoption strategy & informed decisions around its 'AI-empowered solutions' proposition.

“CTS were an invaluable partner throughout the project, providing expert guidance and insight. The outcome for us was a data set that strengthened our thinking around AI, and an engaged team that were fully embracing the potential of Gemini”

Ruth Humpherson, IT & Operations Manager

ramarketing

Grow in life sciences

About RAMARKETING

Established in 2009, ramarketing is now a full-service agency delivering commercial impact globally for companies that target the pharma and biotech sector.

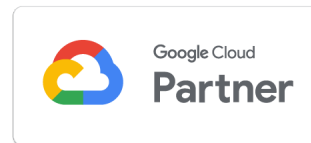
Vertical/horizontal solution: Advertising & Marketing

Primary project location: United Kingdom



About QODEA LIMITED

Appsbroker CTS (Qodea) is a UK-headquartered Google Premier Cloud-only partner.



Products

Google Workspace