



# Transform **CX** into a competitive advantage

How to build  
successful,  
contextual AI  
implementations  
for B2B customer  
support





## Key takeaways include:

- Understanding the importance of context for customer support AI implementations
- How to structure your customer support data for AI success
- What a contextual AI implementation looks like in the real world

## Overview

In the age of AI, customer experience (CX) is becoming the last true differentiator. When every product looks the same and every feature gets copied overnight, the way you support and engage customers is what sets you apart. And yet, a recent Forrester report found that 39% of brands declined in CX quality over the past year.<sup>1</sup>

With 75% saying they are receiving more customer service tickets than ever before,<sup>2</sup> B2B customer support leaders need smarter ways to scale without increasing headcount or overloading staff. AI can help by speeding up ticket resolution

and improving customer support efficiency. But an AI implementation for customer support can only succeed if it has the context to understand both your team's workflows and your customers' needs.

This guide is for B2B customer support leaders who want to **do AI right**. We'll cover why so many AI rollouts fail in the customer support space and how context changes the game. Then we'll discuss how—with the right tools—you can turn customer support automation into a real competitive advantage.



# Missing context is why most AI initiatives fail

Teams implement AI hoping for faster resolution, fewer escalations, and better CSAT. But too often, the implementation falls flat. In fact, 42% of companies scrapped the majority of their AI initiatives in 2025.<sup>3</sup>

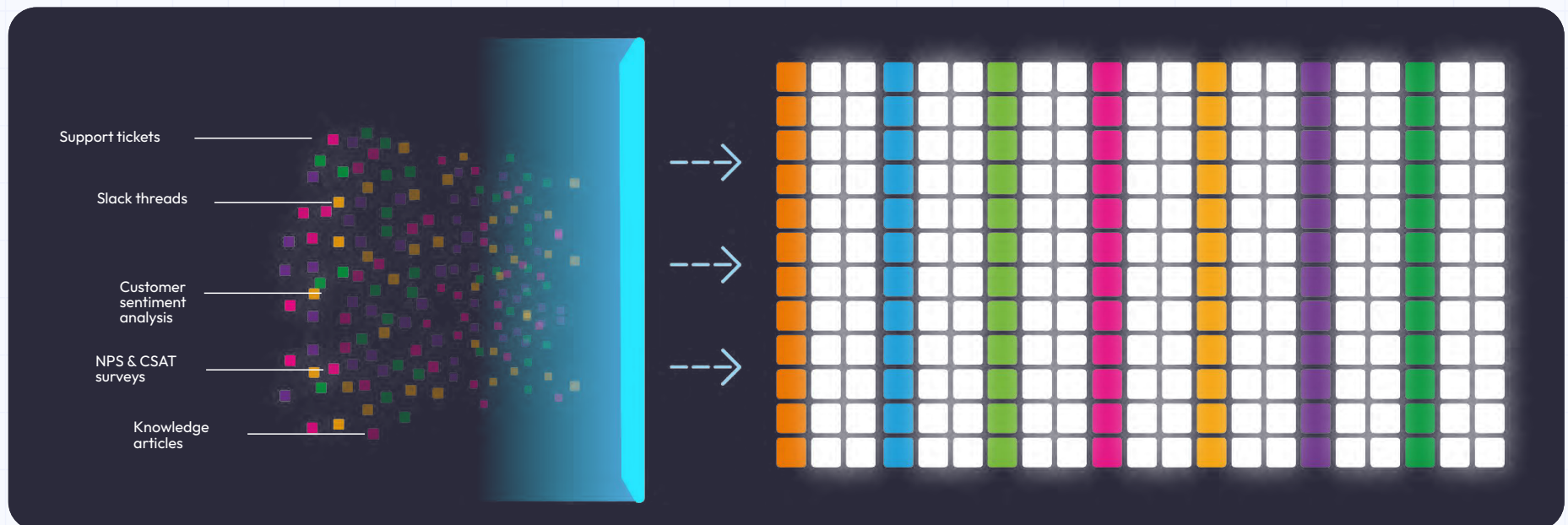
AI doesn't fail in customer support because it's overhyped. It fails because it's underinformed. Customer support tickets are full of valuable signals, but the average customer support professional uses four separate tools to support their role, leading to scattered, unstructured data.<sup>4</sup>

Without a single system to unify and contextualize that data, even the best models default to generic replies that your reps don't trust and your customers don't want. To connect the dots across customer interactions, you need to plug your tools and knowledge sources into one centralized platform.

Once your customer support data is unified, the next step is structuring it. That means enriching data with meaningful signals like customer sentiment, product usage, and escalation risk. With structured context in place, AI knows what matters and can respond accordingly. It can generate helpful replies, route tickets intelligently, and flag risks before they escalate. That's how AI becomes a true extension of your team rather than another tool in the stack.

## Where unstructured data slows you down

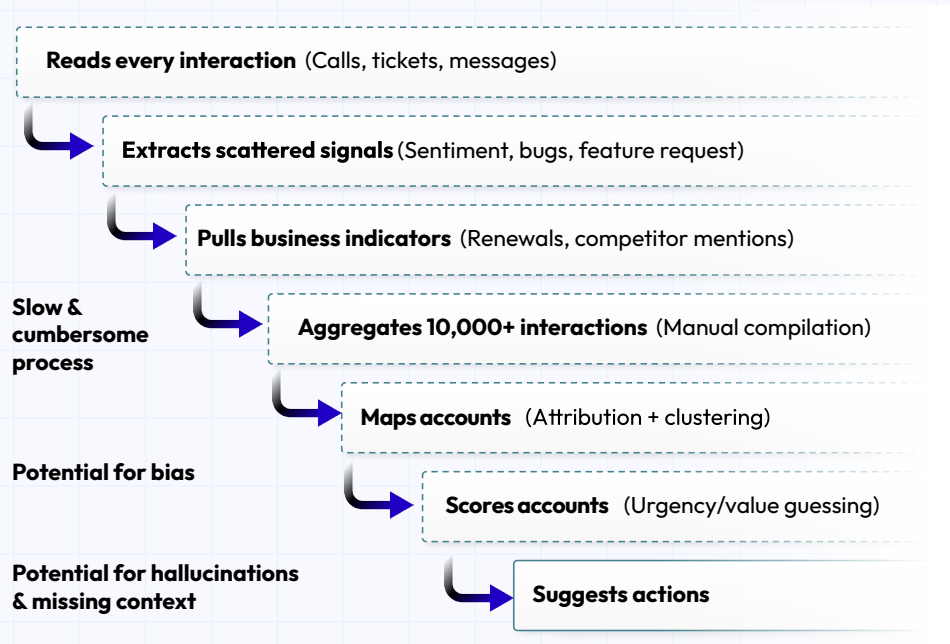
- Reps spend more time searching than resolving.
- Inconsistent answers damage trust.
- Managers lack visibility into trends and root causes.



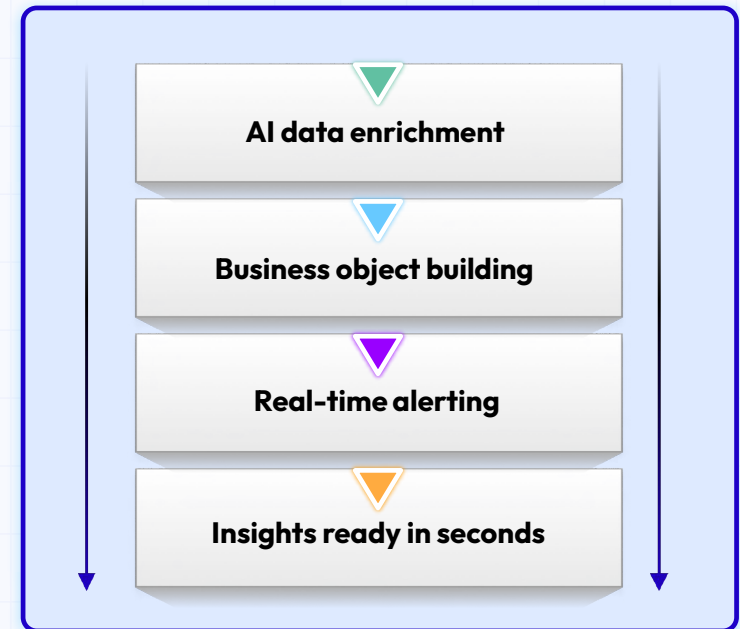


Q: What are the top 3 customers at risk?

## Current agentic approach



## Agents with customer context



## What context unlocks for B2B customer support teams

Structured data isn't just about cleaning up information. It's about **unlocking the full potential of your customer support team**. When context is built into the system, AI delivers clear next steps, prioritization, and action-ready insight for your reps.

Instead of forcing reps to dig through raw tickets, Slack threads, and product logs, AI with the right context layer understands what matters most. It identifies urgent issues, highlights top accounts at risk, and suggests what to do next—all in seconds. And it sets up your team to shift from reacting to every ticket to proactively managing the customer experience.



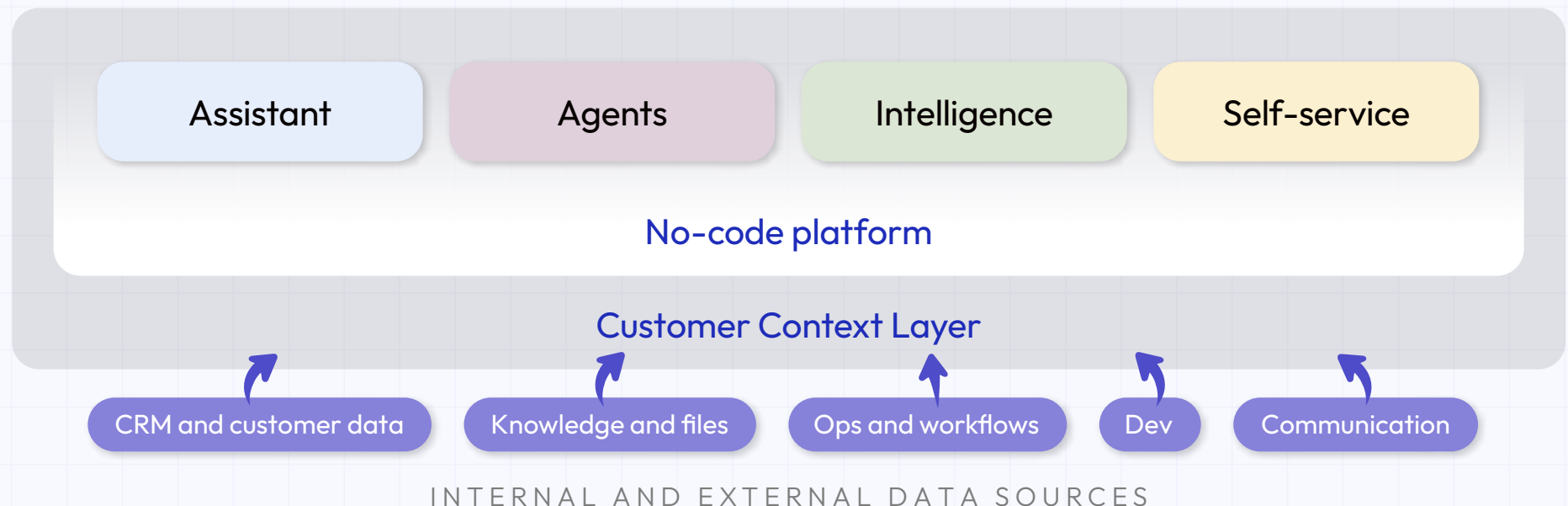
# How to get your customer support data AI-ready with Ask-AI and Google

If scattered unstructured data is what's holding your AI implementation back, then context is the fix. That's where Ask-AI and Google Cloud come in. Instead of layering automation on top of patchwork data sources, Ask-AI makes sense of the underlying data so that your AI has something meaningful to work with from day one.

Built on Google Cloud and powered by Gemini, Ask-AI connects across your team's various tools—including Slack, Drive, Zendesk, Salesforce, and more. It extracts the context AI needs to be successful, from product area and historical context to urgency and account risk. The result is the Customer Context Layer, a unified foundation of structured customer support data full of signals AI can interpret, rather than noise.

The Customer Context Layer helps assign urgency levels, track sentiment, flag recurring issues, and connect everything back to a historical timeline. It even integrates directly with Google BigQuery for deep analytics and insights. That means reps no longer waste time searching for answers, and AI no longer makes blind decisions.

With properly structured data delivering the context, B2B customer support teams can go from reactive ticket handling to consistent, proactive support. Now that the foundation is in place, the next step is knowing where to apply it.





# From context to impact: Your AI activation roadmap

Once you've structured your data and built that context into your AI tools, it's time to focus on the workflows where automation can deliver the biggest wins. You don't need a huge rollout to see results. You need a smart, focused plan that turns structured data into smarter workflows.

Start with the workflows where AI can solve immediate, repeatable pain—like summarizing tickets, drafting replies, or routing based on context. These are the tasks that slow your team down and fill your queue. With context in place, they're easy to automate and quick to measure. And once they're off your team's plate, they can focus their attention on more complex cases.

This roadmap outlines five key milestones that can take you from AI readiness to real impact. These are proven steps we've seen successful B2B customer support teams take to reduce resolution times, improve rep efficiency, and discover deeper insights across the customer support organization.

## AI activation roadmap



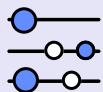
### Structure your customer support data

Unify knowledge across tools and enrich it with tags, sentiment, product signals, and history.



### Spot the friction

Identify slow, repeatable tasks that take reps away from high-value work.



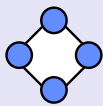
### Automate the right workflows

Start with high-volume tasks that impact every rep, like response generation and ticket summarization.



### Measure the impact

Track KPIs like resolution time, CSAT, and rep satisfaction to validate results and guide expansion.



### Scale what works

Once your team trusts the outputs, layer in more advanced use cases like intelligent routing and proactive issue flagging.



## Customer spotlight

### Rapid7

This roadmap isn't theoretical. It's already working for B2B customer support teams in the real world. Let's take a look at Rapid7, a global cybersecurity company with over 11,000 customers. They were under pressure to improve customer experience and scale their frontline support without adding headcount.

Rapid7's customer support data lived across multiple sources: Slack, Zendesk, Google Drive, and internal documentation. Tickets were growing more complex, and their reps were spending too much time looking for answers instead of solving problems.

Rather than rushing into automation, Rapid7 focused on what would make AI effective: unified, structured data. They chose Ask-AI, built on Google Cloud, to create a single platform that could connect across their tools, enrich customer support data with real-time context, and deliver accurate, scalable results. Together, Ask-AI and Google provide a secure, enterprise-grade foundation that's designed specifically for customer-facing teams.

With the Customer Context Layer pulling in signals like sentiment, urgency, and product metadata—and Gemini models powering intelligent workflows—Rapid7's agents now have what they need at their fingertips. And the impact is clear:

- **30% reduction** in case handling time
- **35% increase** in agent capacity
- **77% more** tickets handled





# Build a better B2B customer support org with context

Customer experience is no longer a follow-up strategy—it's the competitive edge. B2B customer support teams are on the front lines of that shift, and AI can help them lead it. But the real advantage comes when you give AI better context through structured customer support data.

Ready to build a support org that delivers a better customer experience through context?



**Learn more about how Ask-AI  
and Google Cloud can help.**



#### Endnotes

- 1 Forrester, [“Forrester’s 2024 US Customer Experience Index: Brands’ CX Quality Is At An All-Time Low,”](#) June 2024.
- 2 HubSpot, [“2024 HubSpot State of Service,”](#) 2024.
- 3 Fortune, [“‘AI fatigue’ is settling in as companies’ proofs of concept increasingly fail. Here’s how to prevent it,”](#) June 2025.