



Google Workspace

Duet AI in Google Workspace: A new and powerful way of working with generative AI

A guide on how generative AI
and Google Workspace are
transforming work for the better



Table of contents

Executive summary	3
Redefining productivity with Duet AI	4
How it works	5
How Duet AI can help teams and organizations	6
5 ways to use Duet AI to work smarter.....	8
Day-to-day Duet AI in Workspace use cases for teams and individual	16
How Duet AI can help your company generate more revenue and decrease costs to increase ROI	25
Google Workspace’s approach to helping protect your data ...	27
A new and powerful way of working	29



Executive summary

In a nutshell, generative AI is a type of artificial intelligence that helps humans create content, such as text and images. It represents a new era of work, and the world is rapidly shifting to embrace it as it transforms how people do things, boosting creativity, productivity, and collaboration like never before. Business leaders across industries and around the world recognize that they need to quickly develop plans for adopting generative AI in a safe, secure, and scalable manner, and that organizations that adopt generative AI will leapfrog those who don't.

Google Workspace is at the forefront of AI, having decided long ago that the most effective way to deliver AI features was not to bolt-on tools in a complementary manner, but to be an AI-first product instead. Along the way, we have used AI to block 99.9% of spam and phishing attacks on Gmail, provide summaries of long texts on Google Docs and conversations in Google Chat, and help people write over 180 billion times in the last year alone.

The latest milestone in our AI journey is the launch of Duet AI in Workspace, a powerful way of working that uses generative AI across Google Workspace apps. Duet AI in Workspace was built strictly following Google's AI Principles to be helpful and responsible. It also adheres to our structurally safer approach to security. In fact, Google keeps more people safe online than anyone else, and our top priority is to protect the confidentiality and privacy of your data.

Read on to discover how we're helping teams of all sizes do their best work with Duet AI in Workspace.



Google's AI Principles

1. Be socially beneficial
2. Avoid creating or reinforcing unfair bias
3. Be built and tested for safety
4. Be accountable to people
5. Incorporate privacy design principles
6. Uphold high standards of scientific excellence
7. Be made available for uses that accord with these principles


Read more about [Google's AI Principles](#).

This guide highlights existing and soon-to-be released features in Google Workspace to help you plan and implement your generative AI journey with Duet AI today. [Subscribe to stay informed](#) on Google Workspace product and feature updates.

Redefining productivity with Duet AI

From the beginning, Google Workspace was built to enable you to collaborate in real time with other people. Now you can also collaborate with Duet AI, which lets you use generative AI technology easily.

Through our Google Workspace Labs initiative, we've tested Duet AI features extensively with hundreds of thousands of users, who leveraged these tools to help them get things done at work and in their personal lives — including with client outreach emails, job postings, project plans, time-saving summaries, and more — and we are now ready to roll out Duet AI in Google Workspace to organizations. Duet AI can:

-  Help you write
-  Foster meaningful connections
-  Create original images
-  Optimize project flows
-  Automate insights



What is AI and how is it different from generative AI?

AI, or artificial intelligence, is a broad term that encompasses a wide range of technologies that enable machines to mimic human cognitive functions. Generative AI is an advanced subset of AI that focuses on the ability to create and modify content, such as text, images, and other content.

Examples of AI:

- Route navigation in Google Maps
- Autocompletion in Google Search
- Autocorrection in word processors like Google Docs

Examples of generative AI:

- Summarization of Gmail and Google Chat conversations
- Generation of sentences and paragraphs from simple prompts in productivity software
- Creation of applications without code

How it works

Currently, most generative AI models are primarily language-driven, meaning people can use simple, conversational language in their interactions with the models. Duet AI uses two main models: **generative language** and **generative imagery**.

Generative language models learn about patterns in language through training data, by being exposed to enormous amounts of text in many different formats and used in different contexts. Given a text prompt, they predict what comes next through inference, and are used to create text-to-text content to help people write, summarize, and respond in apps like Gmail and Docs.

Generative image models produce new images using techniques like diffusion, which means the model learns by deconstructing a large number of images into noise, and then mapping noise back to images. Given a prompt or related imagery, they resolve noise into a correlated image, creating text-to-image content that can help people in Google Slides and Google Meet.

Two techniques that help people guide both of these types of models toward useful output are prompting and fine-tuning.

What makes a good prompt in Duet AI?

- ✓ Be **specific** in your prompt. The more specific you are, the better Duet AI will be able to understand what you're looking for.
- ✓ Use keywords and phrases that are **relevant** to your topic. This will help Duet AI to better understand the context of your prompt.
- ✓ Avoid using **jargon** or **technical** language. Duet AI is evolving, so it may not be able to understand some types of complex language yet.
- ✓ Provide **examples** of the type of content you're looking for. This will help Duet AI to better understand your expectations.
- ✓ **Fine-tune** your prompts in case the results don't meet your expectations or if you believe there's room for improvement.

How Duet AI can help teams and organizations

Duet AI in Workspace can be used by you and your team with a few clicks and prompts, without the need to acquire new and complex technical skills.

Boosting productivity with Duet AI

Advancements in generative AI will trigger technological and cultural transformations comparable to previous phase-shift waves like personal computers, the internet, cloud computing, and mobile devices. As with any of these major technological shifts, generative AI will both reshape industry structures and create new markets and revenue opportunities.

Generative AI can create value for companies in a number of ways. Two of the most important ways are:

- **Focus employees on high-value activities**
Automating business processes and assisting with time-consuming or sometimes difficult tasks will make teams and individuals more productive.
- **Improving business outcomes**
Increasing employee productivity will boost the company's performance, and can result in more revenue as more output is available to be commercialized.



By 2025, 30% of outbound marketing messages from large organizations will be synthetically generated, up from less than 2% in 2022.”¹

Gartner.



¹ Gartner®, Beyond ChatGPT: The Future of Generative AI for Enterprises, Jackie Wiles, January 26, 2023
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Duet AI can immediately and positively impact how teams and individuals do day-to-day work. As an example, think of a sales team prospecting customers in a new region. With Duet AI, this team can now use AI-generated transcripts from Meet video calls with potential customers to automatically create custom sales pitches for each prospect, using the transcriptions of their conversations as prompts. In that scenario, the team would save many hours they would have spent writing documents, and be able to focus on what really matters — closing the deals.

Another valuable use case would be a marketing team working on a content calendar for the next quarter. The team can use Duet AI to automatically create a table in Google Sheets that includes project owners, dates, statuses, and even descriptions of each project, all in a couple of minutes and based on a few simple prompts.

These are some of the many ways Duet AI in Workspace can help teams work and collaborate better, and create additional value for organizations. In the next section, we'll look more closely at five Duet AI use cases to make work better.

Other practical ways Duet AI can make work better



Create early image concepts with text-to-image on Slides and free up designer time to work on more complex projects.



Automatically generate customer outreach email content in Docs from Sheets containing information about the customers.



Automatically create project plans in Sheets, giving Project Managers more time to work with stakeholders on reaching milestones for team projects.



Write job descriptions for open positions based on simple prompts within Docs, giving time back to HR to source and recruit the right candidates.

5 ways to use Duet AI to work smarter

As more people start to use Duet AI, new ways to collaborate and get work done will emerge. Here at Google, we've been working with hundreds of thousands of customers and users to develop and test these new features, and we are happy to share some of the ways that Duet AI is helping us — and our customers — get more done and grow together.

- 1 Help me write**
Say goodbye to writer's block and build sharper, more useful documents
- 2 Help me organize**
Organize and act on your data faster than ever
- 3 Help me visualize**
Convey your artistic vision from a simple prompt
- 4 Help me connect**
Have better calls with enhanced video, audio, and custom backgrounds
- 5 Help me create an app**
Build business apps and workflows using simple language



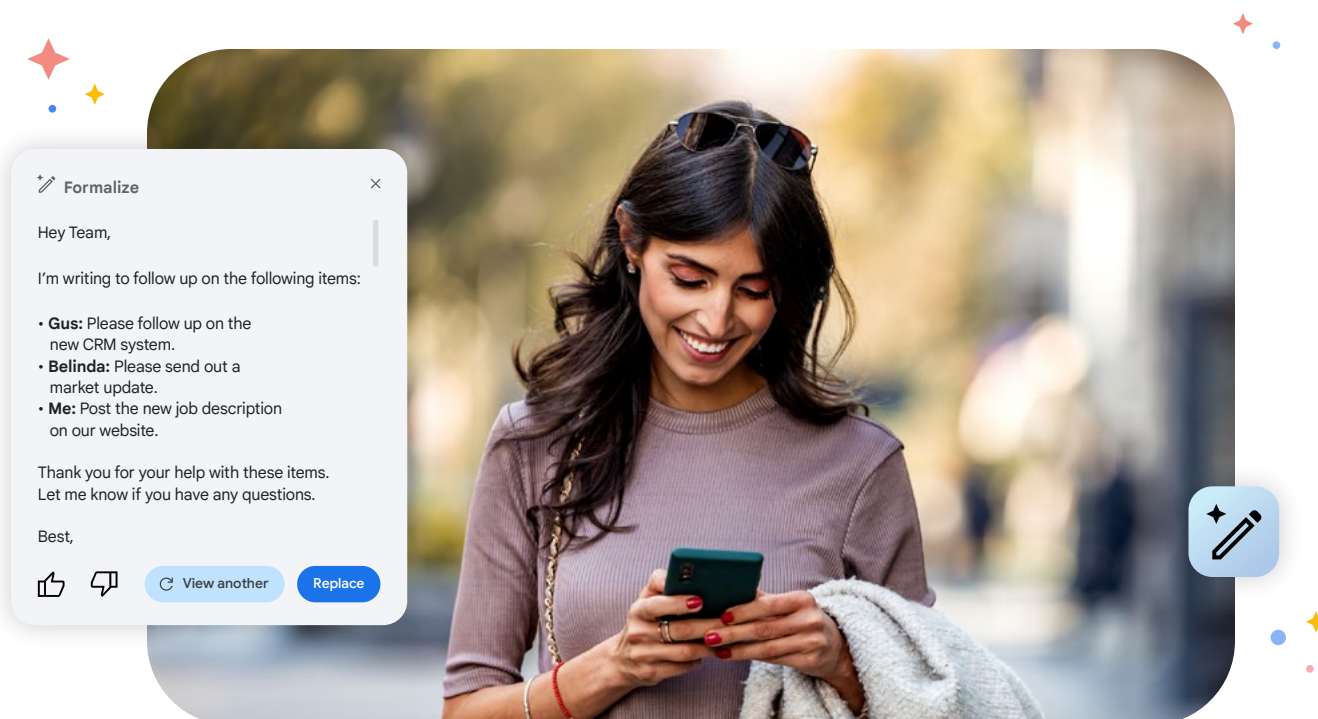
1 Help me write

Help me write is ideal for creating content from scratch. This feature is perfect for when it feels daunting to stare at a blank page. You can provide an initial prompt about the topic you want to write about and let Duet AI create an initial draft for you. It can also help refine existing content, adjusting for length, tone, and style.



Conquering the blank page

Duet AI can generate project plans, proposals, briefs, job descriptions, and other types of documents in seconds. It will not only help you write the content, but it can also automatically add relevant [smart chips](#) with information such as location, status, and custom variables for you. This helps you stay in the flow of your projects and go from concept to completion faster, without ever having to leave your document. Soon, users will also see a new proofread suggestion pane that offers suggestions for writing concisely, avoiding repetition, or using a different tone.



Expanding and refining text

Duet AI in Gmail can help you write emails faster and more easily by generating a draft from a short prompt. Just type in your email topic and Duet AI will take care of the rest. Duet AI can also help you refine your emails, making them more formal, more concise, or changing the tone. You can then edit and refine the draft as needed. This can be a great time-saver for frequent communications, especially for those who are on-the-go.

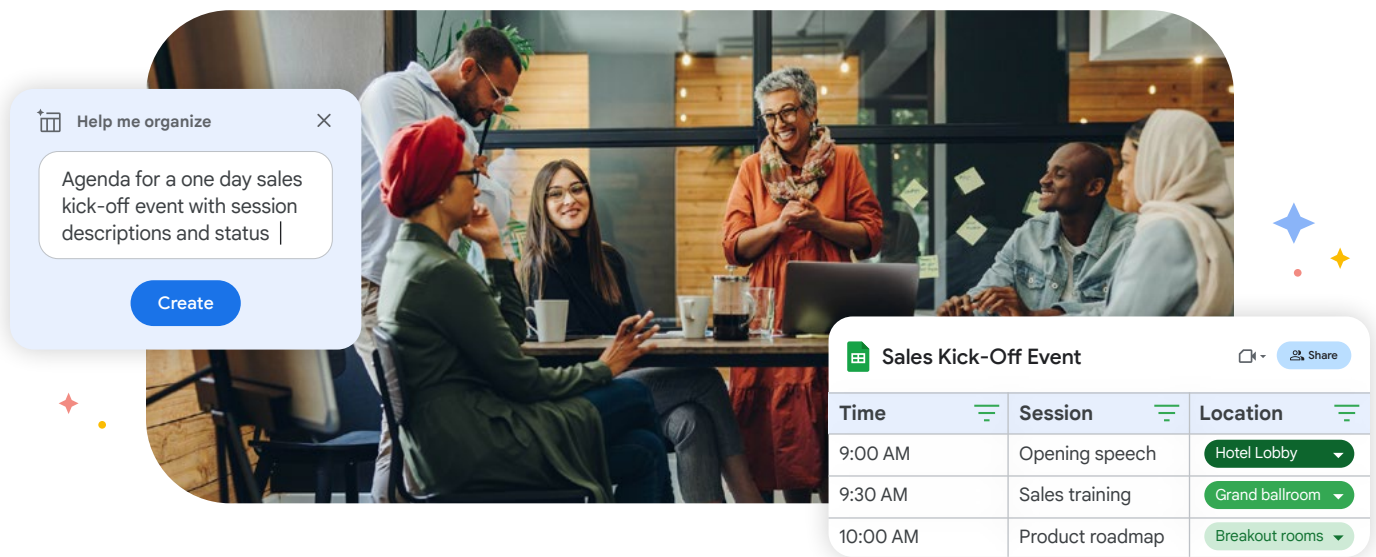
“Adore Me has built our organization in a way that encourages cross-functional, multidisciplinary projects and the ability to write often presents a roadblock, especially with a highly international team. The ability to quickly create production-worthy copy with generative AI features in Docs and Gmail has been accelerating projects and processes in ways that have even surprised us!”

— Romain Liot, Chief Operating Officer, Adore Me



2 Help me organize

You can use Duet AI's *help me organize* capability to create a custom template in Sheets by simply describing what you're trying to accomplish and Sheets will generate a table that helps you get organized. Duet AI classifies data by understanding the context of that data in a cell and labeling it. This frees you up for more critical tasks than manual data input.



Creating project trackers with a simple prompt

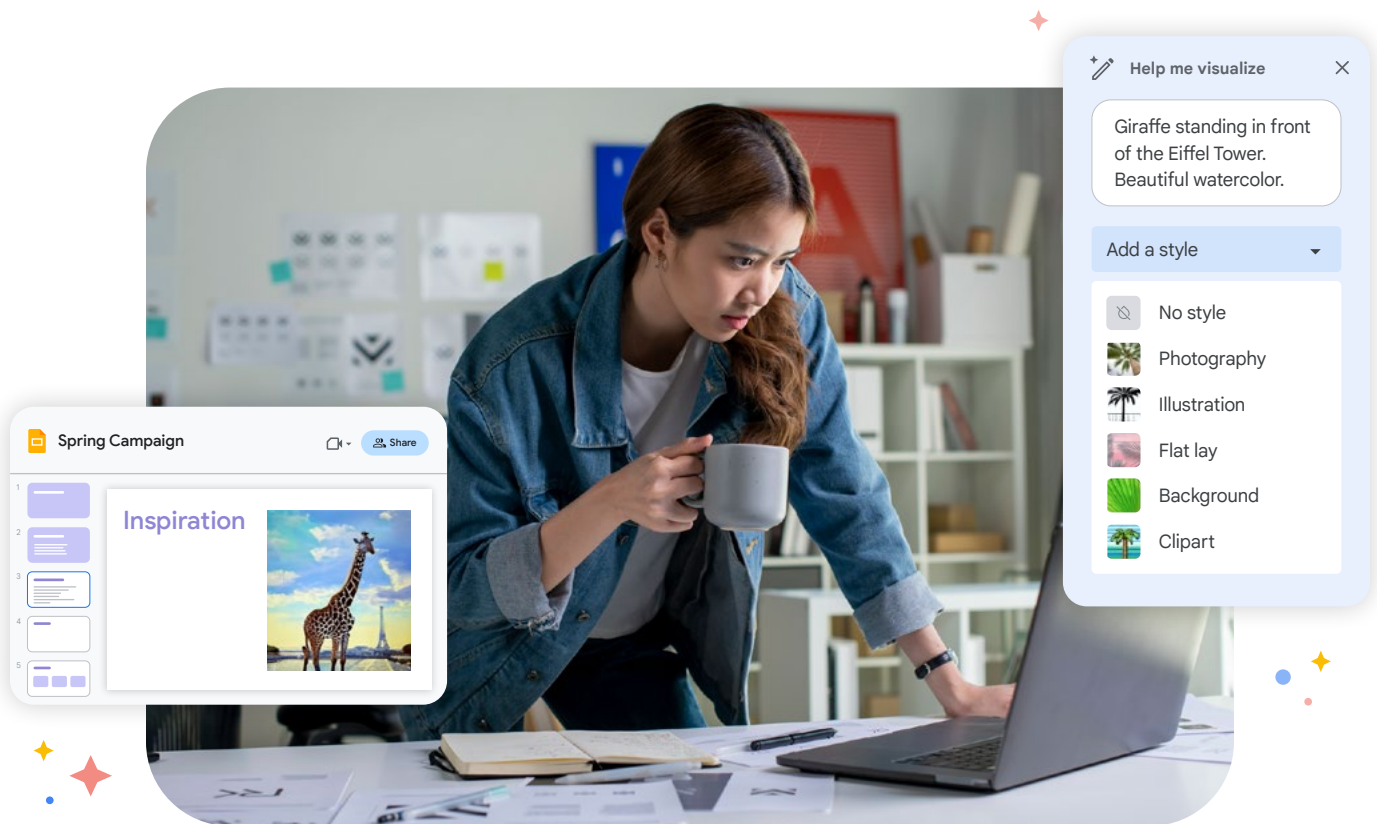
Describe the type of project you're managing and what kind of information you would like to track as part of the project. Duet AI in Sheets will instantly create a tracker and suggest timetables, descriptions, and other variables.

"We're excited to test out the new generative AI Workspace experiences at Lyft. Whether it be kicking off a plan for a new campaign or drafting an email update to our community of drivers, we're enthusiastic about how these new tools can help our teams move faster and be more productive."



3 Help me visualize

With *help me visualize*, you can easily create original images for your Slides presentations. Sourcing relevant images can be expensive and time-consuming, but now you can create unique and compelling visuals with simple text prompts.

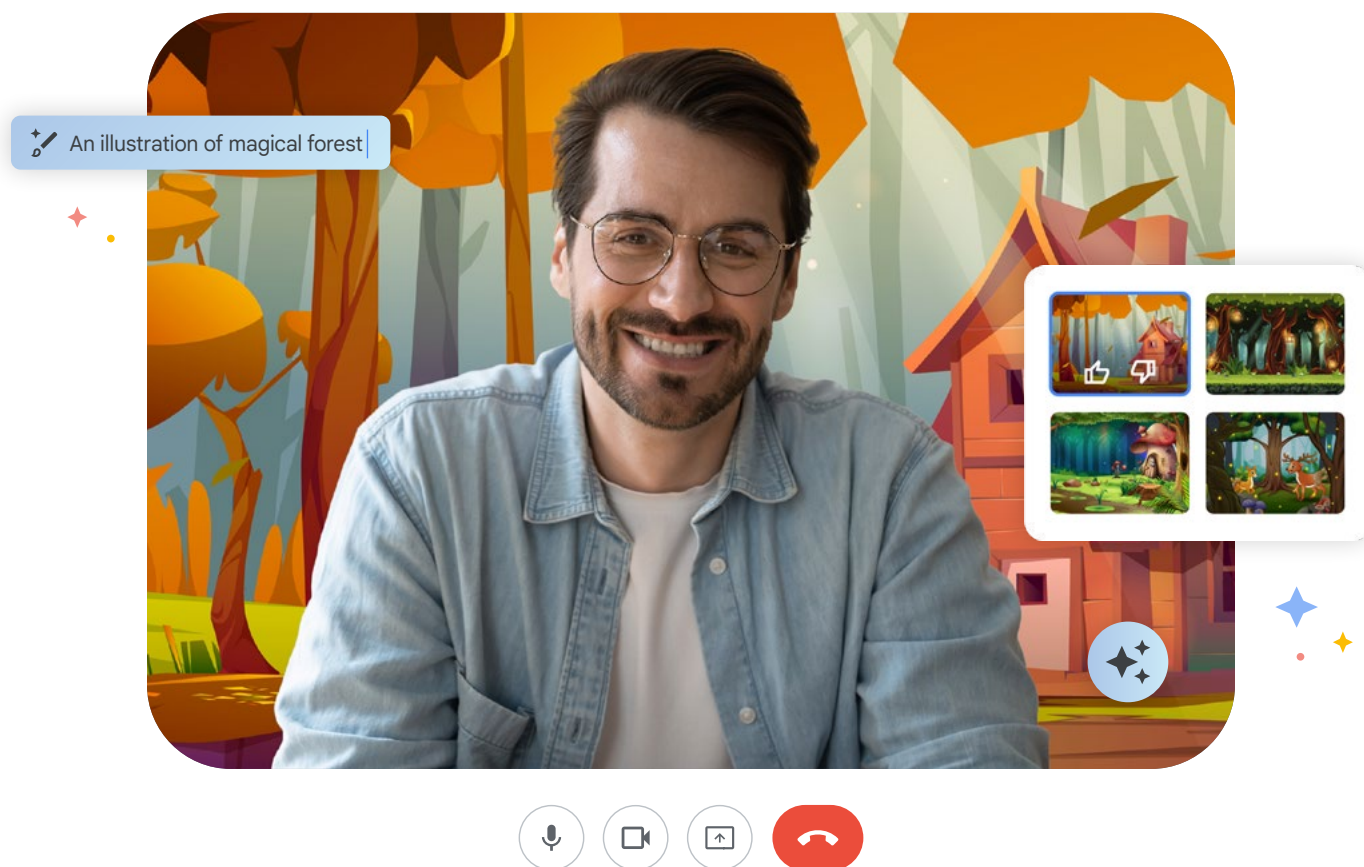


Creating early concepts for campaigns or products

Describe the image you would like to use in your slide, providing simple details about the style of the image (such as a photo or cartoon) and the subjects to be featured in it. Duet AI will generate options for you to choose from and refine. This makes it easier to share initial ideas for advertising campaigns or new product designs, for example.

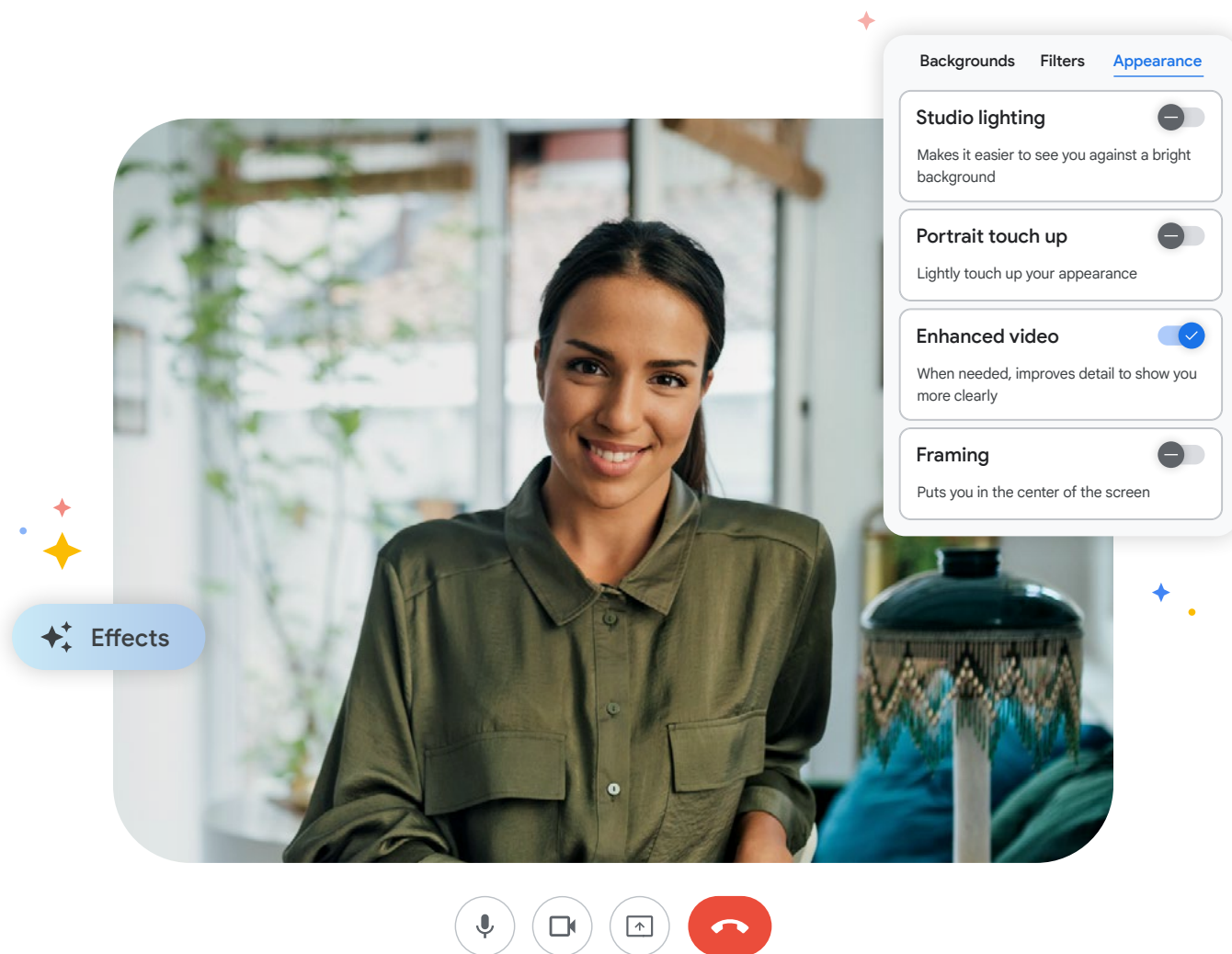
4 Help me connect

Duet AI in Meet enhances the inclusiveness and interactivity of video calls. This allows distributed teams, hybrid workers, and frontline workers to stay connected, collaborative, and efficient.



Creating custom backgrounds for Meet video calls

Make a good impression on your video calls by using custom backgrounds to reflect your personality and interests. You can also use custom backgrounds to show your appreciation for your customers by reflecting their industry or market. This is a great way to build rapport and make your calls more personal.

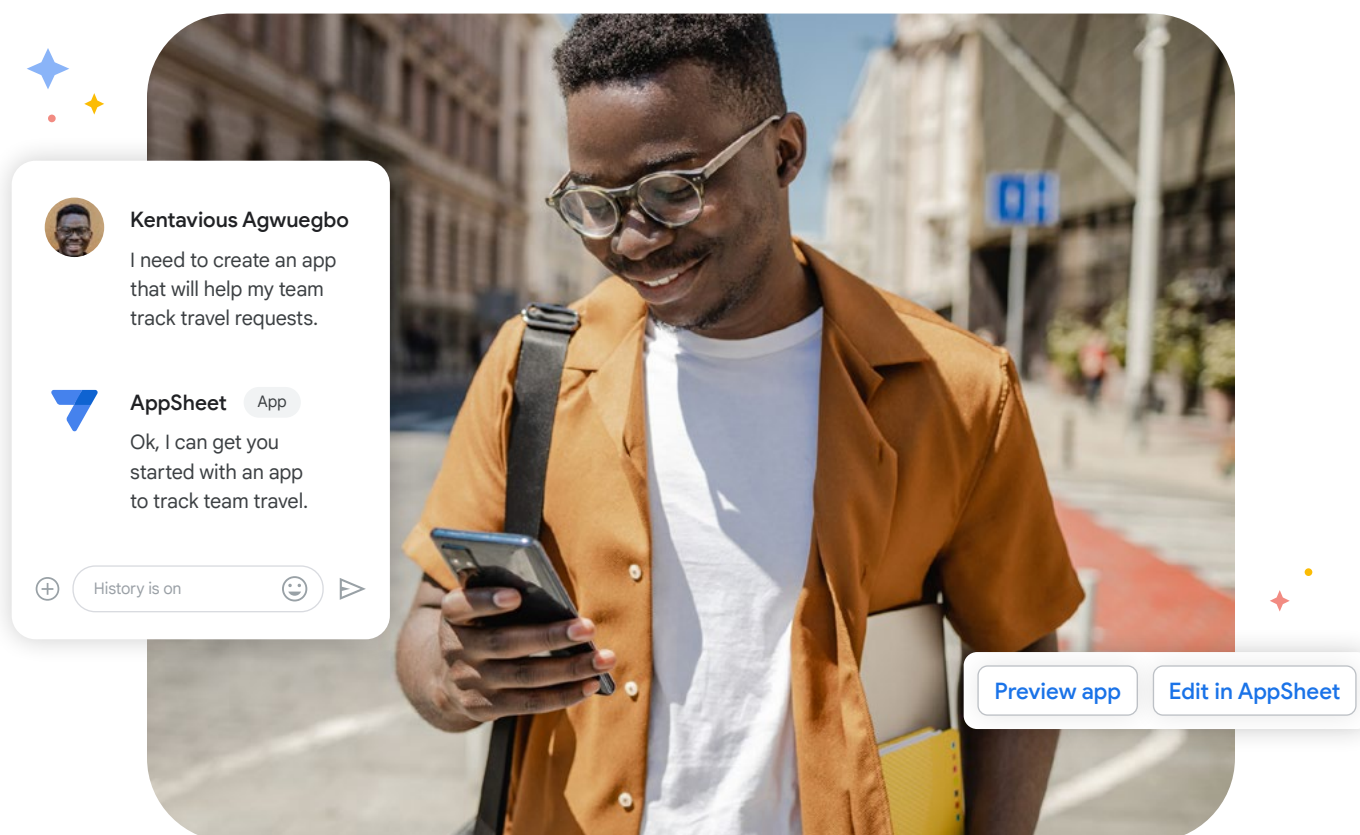


Enhancing video and sound quality

Duet AI can help provide a studio look and sound in Meet by enhancing the quality of images in low-light or low-quality webcams, and the audio experience caused by poor microphones or noisy environments. Meet's studio sound restores your original audio by recreating and balancing missing or distorted details and frequencies. Duet AI also simulates studio lighting with custom adjustments without the need for an expensive and complex lighting setup.

5 Help me create an app

Use AppSheet to rapidly create applications that simplify work without having to write a single line of code. Build and automate business applications in a few steps that connect you to the people, processes, and data you need, creating time for your team to focus on other high-impact work.



Creating a project tracker app

Automate workstream tracking for projects by creating no-code applications with AppSheet. Connect your data to the application and provide the parameters for the projects, such as description, start and end dates, status, and owner. Build automations to update the data, create a simple-to-use user interface, and securely deploy it across your team.

Day-to-day Duet AI in Workspace use cases for teams and individuals

Let's consider a few scenario-specific use cases where Duet AI can help teams and individuals be more productive and collaborative. In these scenarios, people are responsible for strategy and project progression, but can now rely on Duet AI in Workspace to produce documents, project trackers, and final outputs faster, while staying connected and up to date on communications. We've seen through our earliest adopters that there's huge value in using Duet AI in three functions: sales, marketing, and customer services.

- **Sales**
Increase seller productivity
- **Marketing**
Create content efficiently
- **Customer services**
Improve customer satisfaction



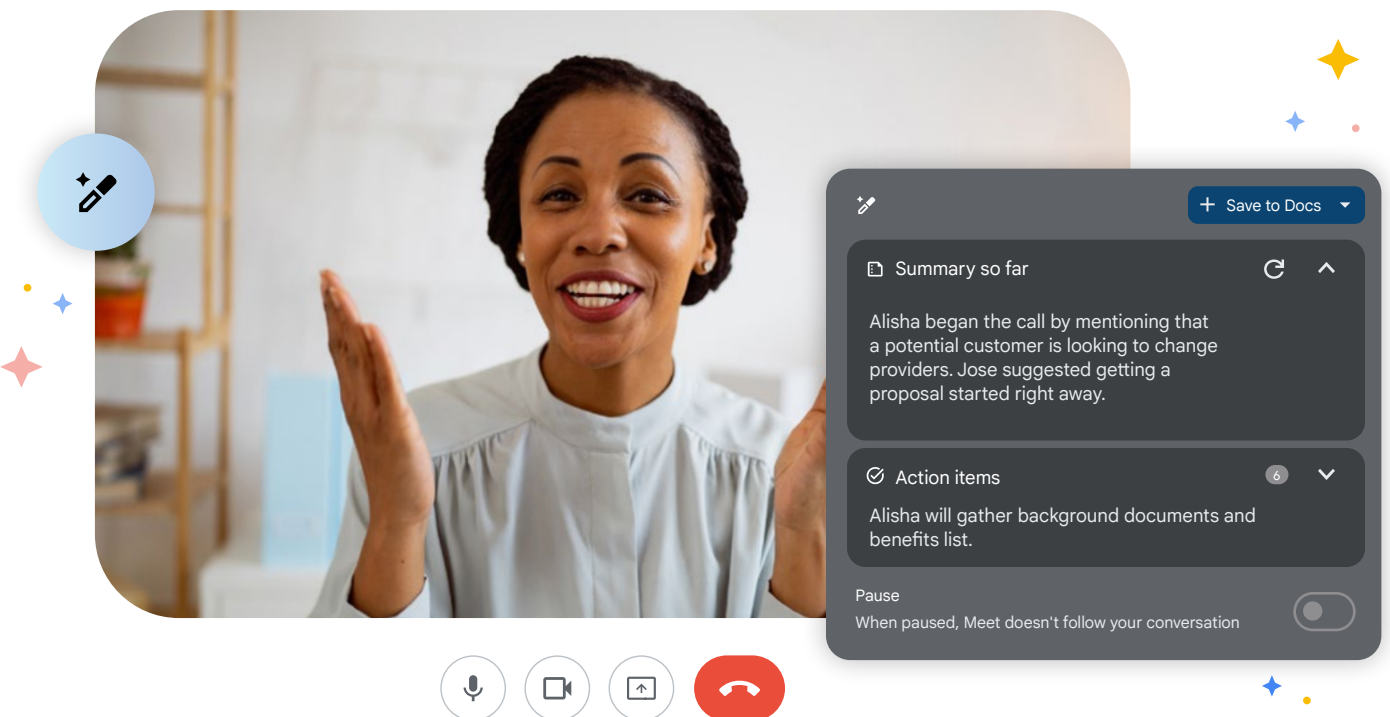
Sales

Increase seller productivity

Duet AI can quickly generate high-quality sales materials, nurture leads with personalized content, summarize meeting notes, and create RFPs to progress sales opportunities more quickly to accelerate revenue.

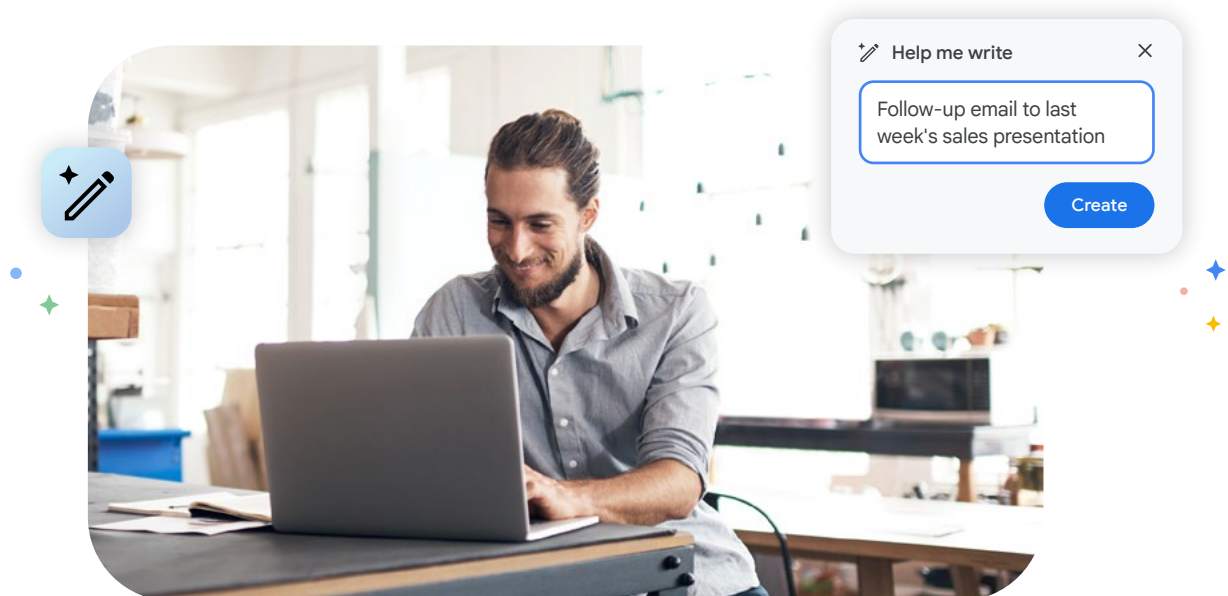
Imagine a sales leader has learned that a potential customer is looking to change providers and has to bring the team together to get a proposal created on the same day. With Duet AI:

- The team defines roles and responsibilities in a Meet call. They then receive a transcript of the meeting.
- They use Duet AI in Docs to organize the transcript per action item owners, who then use Duet AI to create a project tracker in Sheets, write a sales proposal in Docs, build a slide deck in Slides, and draft the email to initiate the engagement with the customer in Gmail.
- To help the team move fast, Duet AI can provide summaries of email threads in Gmail, so everyone stays on top of communications and knows what to do next.
- With Duet AI, the team went from internal chat to outreach in a few hours instead of days.



Duet AI helps sellers quickly generate different types of sales materials, freeing up their time to focus on strategy and relationship building:

- With *help me write*, sellers managing multiple accounts can use Duet AI in Gmail to write customized outreach, follow-up emails, and cold emails so they can focus on relationship management instead of creating documentation.
- With simple prompts, Duet AI helps sellers create sales presentations in Slides, sales scripts, customer pitches, and discussion guides in Docs, customer trackers in Sheets, and more. This allows them to reallocate precious time to sourcing and closing deals.

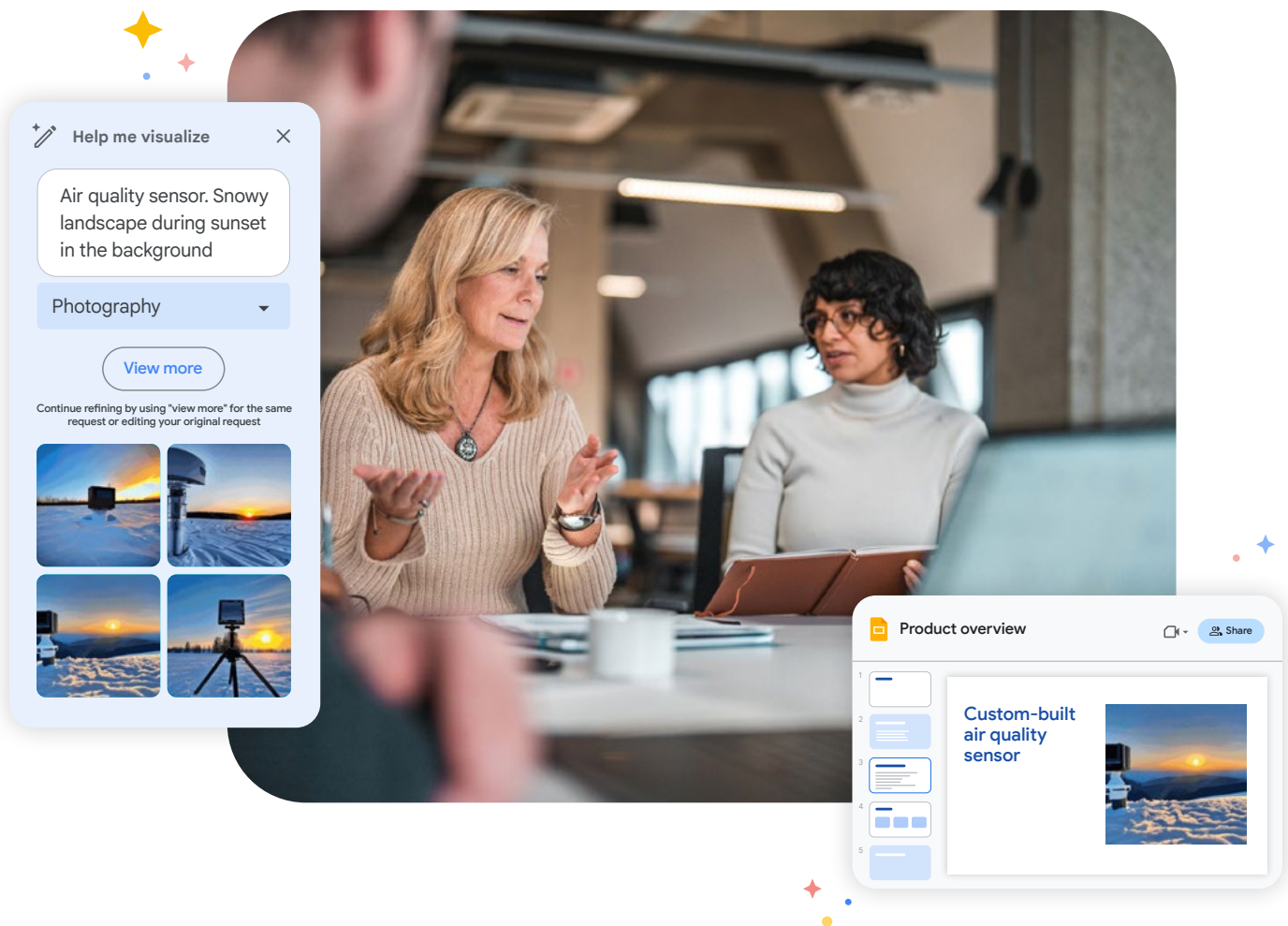


Sellers can also individually use Duet AI as personal assistants to help track their work better with summaries, *help me write*, and *help me organize*:

- Duet AI can help individual sellers organize their work by creating custom trackers in Sheets. They can ask Duet AI to create tables for leads, negotiation status, pipeline, revenue, and other information relevant to their individual workstreams.
- Duet AI can summarize hours-long sales calls on Google Meet. Simply take the transcript and ask Duet AI to summarize it in Docs. Sellers can then use the content of the summary to prompt Duet AI to create follow-up messages on Gmail within minutes of the call ending. This helps sellers keep track of all customer conversations, removes the need for note-taking, and saves time on email writing.

Duet AI can help sales teams make every potential customer feel seen with customized RFP responses. With *help me write*, *help me organize*, and *help me visualize*, Duet AI can generate unique RFP responses and proposals:

- Use Duet AI in Slides to create customized imagery for slide decks to respond to customers' RFPs. *Help me visualize* can create specific images that are relevant to each customer's industry and needs, which can help add a special touch and build the relationship.
- Use Duet AI in Sheets to structure and organize customers' public data, such as the latest earnings, business priorities, and competitors, making it easier to learn about the customers. Then use Duet AI's *help me write* in Docs to write sales scripts and pitches that tie the customer's needs to available solutions.



Marketing

Create content efficiently

Duet AI can save marketers time and money by drafting text and creating new images. Generate campaign briefs, project plans and trackers, and create presentations quickly to facilitate ideation and collaboration.

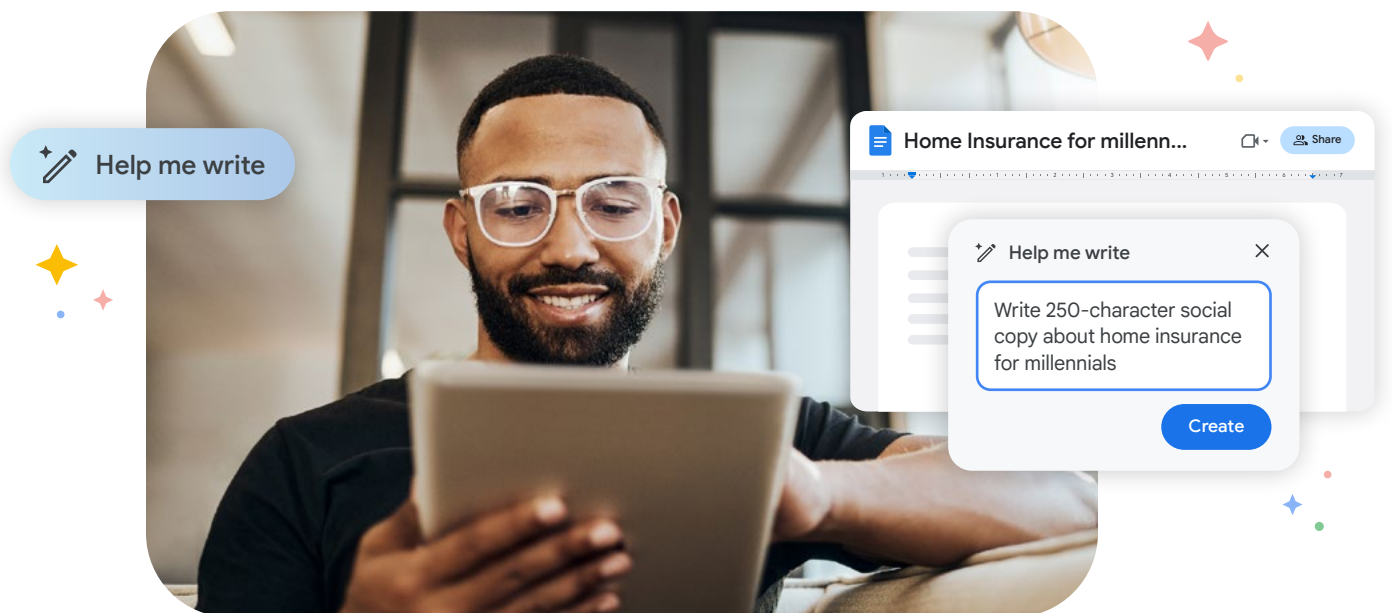
Imagine a social media team with a short window to jump on the latest social trend. With Duet AI:

- Copywriters, designers, and channel owners can use a Google Meet call to brainstorm and make decisions. They then get a transcript of the meeting.
- The team can use Duet AI in Docs to organize the transcript per action item owners, who can then prompt Duet AI to create a project tracker in Sheets, several versions of copy in Docs, and visual concepts in Slides for the posts.
- To help the team move fast, Duet AI can provide summaries of email threads in Gmail, so everyone stays on top of communications and knows what to do next.
- With Duet AI, the team can go from first chat to first post in hours instead of days.



Duet AI in Docs helps marketers quickly generate large amounts of marketing copy and find the winning messages faster.

- With *help me write*, prompt Duet AI in Docs to generate large volumes of high-quality copy for digital ads, meta content for SEO, social post captions, and email campaigns.
- Simply tell Duet AI what you're looking for and let it start writing for you. For example: write 250-character paid social copy about home insurance for millennials, or write a five-step email nurture cadence for Gen-Z free-trialers of a subscription service.
- Marketers can now spend more time on high-impact work, such as deploying tests and experiments, and measuring results to find the highest performing content mix faster and yield better performance across channels.



With *help me visualize*, Duet AI can generate visual concepts in an instant, helping creative teams move faster and at lower cost.

- Teams can generate visual concepts for mood boards, digital ads, print ads, out-of-home billboards, and many other formats by prompting Duet AI in Slides (e.g. pickup truck driving on Highway 1), reducing creative development costs while speeding up campaign timelines.

- With simple prompts in Docs, teams can use Duet AI to expand keyword lists for search campaigns, create copy for infographics, and write blogs, thought leadership pieces, campaign briefs, and performance reports.
- Teams can grow output without growing costs, helping improve the budget's ROI.



Use the power of integrated Google Workspace apps and Duet AI to go from an email thread to a large-scale customized email campaign in a few hours.

- Marketing teams can use Gmail to ask Sales for recommendations on who to invite for an upcoming event. Duet AI can summarize the email thread with the suggested names.
- Then, Duet AI can automatically create a list of guests in Sheets, and be used to write customized invitations in Docs for each individual invitee. This saves time and increases the likelihood of positive RSVPs.
- Similarly, email marketing managers can use Duet AI to create 1:1 personalized nurture, upsell, or follow-up emails for hundreds or even thousands of contacts across different customer datasets in Sheets.

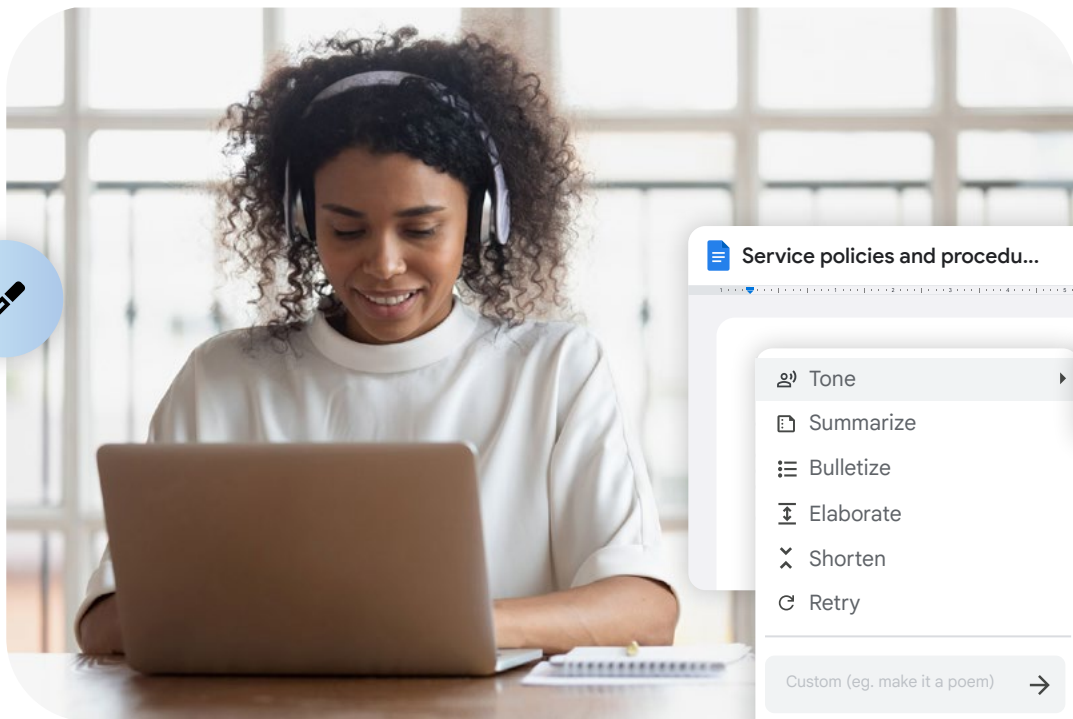
Customer services

Improve customer satisfaction

Duet AI can help reduce response times by helping customer service reps more successfully and quickly generate answers to questions.

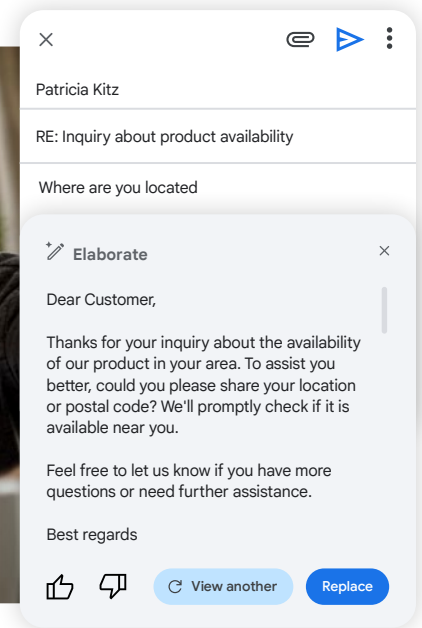
With Duet AI, customer support doesn't have to wonder if responses to customers are grammatically correct, too formal, or too casual. Duet AI can act as a personal copywriter and ensure the writing is always on point.

- *Help me write* in Docs lets customer support professionals specify text tonality, check grammar, and adjust outputs to meet the organization's standards for consistency and clarity.
- Customer service teams can use combinations of auto-respond and *help me write* in Gmail to align all emails to a more formal or casual tone of voice across external communications, based on the organization, so customer service representatives don't have to worry about writing style.



Duet AI can also help customer service representatives handle high volumes of inbound requests in less time, decrease response time, increase the number of resolved cases, and ultimately increase customer satisfaction.

- Customer support reps can use Duet AI to organize and summarize inquiries with *help me write* in Docs to get to the core of the customer's request, then use *help me write* again to generate answers that can be refined as needed. This saves time and helps cases get resolved faster. It can also help keep FAQs up to date.
- For support provided over email, Duet AI can help answer more inquiries by writing complete responses to be reviewed by the customer support representatives. That can help decrease response time and increase the average number of resolved issues per representative.



Customer service teams can use Duet AI's features to structure data for ease of reading and learning.

- With Duet AI, customer service teams can use *help me organize* in Sheets to structure and organize customer questions and support cases by topic, and use insights to preemptively write solutions for future similar cases with *help me write*.
- Customer service representatives can share the insights from the organized data with team members, as well as use the insights to update FAQs and provide feedback to product teams so they can improve the organization's products and services.

How Duet AI can help your company generate more revenue and decrease costs to increase ROI

With Duet AI in Workspace, productivity gains in sales, marketing, and customer services can translate into positive economic impact for the organization. Not only can people allocate more time to closing deals, sourcing leads, and resolving customer inquiries, which can all drive incremental revenue, organizations can generate more output with existing resources.

Consider a few potential scenarios based on hypothetical data points created by our team:

Sales scenario

A four-person sales team with an average sales quota of \$50K per seller per month generates \$200K in revenue/month. If, like many sellers, they are spending half of their time on administrative tasks like sending prospecting emails, taking and cleaning up meeting notes and action items, customizing pitches, and sending follow-up messaging — and if Duet AI cuts the time those tasks take in half — then Duet AI can free up 25% of each seller's time. If they repurpose that work to focus on selling, that could translate into an additional \$50K in revenue/month, or the equivalent of one additional full-time seller.



Duet AI costs for four sellers:

\$30/month x 12 months x 4 people: \$1,440/year



Increased sales due to increased selling capacity in four-person team:

\$50K/month x 12 months = \$600K increased revenue/year



ROI: over 400x

Marketing scenario

A marketing team writes, localizes, and proofs all marketing copy for demand generation campaigns, but they are spending so much time working on the copy that they don't have time to tune it for different channels and drive prospects to the content via social media. If they can use Duet AI to generate, proof, and translate twice as much copy via *help me write*, then half of the marketing team could focus on driving that content to the right prospects, which could conservatively give them a 20% increase in the number of inquiries from prospects for the same cost. If the value of the pipeline they were generating was \$600K/year (or \$50K/month), this would result in an additional \$120K in pipeline generated by the team. If that pipeline has a 40% close rate, that's \$48K in additional revenue.



Duet AI costs for 10-person marketing team:

\$30/month x 12 months x 10 people: \$3,600/year



Potential incremental pipeline due to increased productivity:

Five marketing resources available to do other tasks and potentially \$120K/year in pipeline resulting in \$48K in revenue



ROI: over 13x

Customer services scenario

A 100-person customer service team handles 100 inquiries per person per day with a 68% resolution rate, and the opportunity cost from the 32% unresolved customer issues amounts to \$1 million per year. Duet AI can help write email responses faster, maintain up-to-date FAQs, and support resolving issues for international customers with real-time translated subtitles in Meet. If Duet AI can make customer service representatives successfully resolve 25% more cases, then resolution rate goes up to 85%, reducing opportunity cost by \$531,250 and creating a 15x return on investment.



Duet AI cost for 100-person customer support team:

\$30/month x 12 months x 100 people: \$36K/year



Reduced opportunity cost: \$531,250/year



ROI: over 15x

Google Workspace’s approach to helping protect your data

It is our priority to help protect the confidentiality and privacy of your data. With Google Workspace you can trust that:

- ✓ **Your data is your data.** The content that you put into Google Workspace services (emails, documents, etc.) is yours. We never sell your data, and you can delete your content or export it.
- ✓ **Your data stays in Workspace.** We do not use your Workspace data to train or improve the underlying generative AI and large language models that power Bard, Search, and other systems outside of Workspace without permission.
- ✓ **Your privacy is protected.** Interactions with intelligent Workspace features, such as accepting or rejecting spelling suggestions, or reporting spam, are anonymized and/or aggregated and may be used to improve or develop helpful Workspace features like spam protection, spell check, and autocomplete. This extends to new features we are currently developing like improved prompt suggestions that help Workspace users get the best results from Duet AI features. These features are developed with strict [privacy protections](#) that keep users in control. (See below for more detail on additional privacy, security, and compliance commitments we make for business customers).
- ✓ **Your content is not used for ads targeting.** As a reminder, Google does not collect, scan, or use your content in Google Workspace services for advertising purposes.



Google Workspace was born in the cloud. Our cloud-native, zero trust architecture helps reduce security risk.

No persistent local data

- Data is in the cloud and ephemerally accessed with zero trust controls
- You own and control your customer data, and you can delete it any time

No thick desktop apps

- Full Workspace functionality is accessed via web browser
- No thick Workspace desktop apps to patch

No on-premises infrastructure

- Secure-by-design, born-in-the-cloud infrastructure
- Battle-tested development and production practices

Committed to security and compliance for business, education, and public-sector customers

When Google Workspace commercial customers adopt [Duet AI for Google Workspace Enterprise](#) they get the same robust data protection and security standards that come with all Google Workspace services, with specific protections for business, education, and public-sector customers:

- ✓ **Your interactions with Duet AI stay within your organization.** Duet AI stores any prompts or generated content alongside your Workspace content and does not share them outside your organization.
- ✓ **Your existing Google Workspace protections are automatically applied.** Duet AI brings the same enterprise-grade security as the rest of Workspace, automatically applying your organization's existing controls and data handling practices, such as data-regions policies and Data Loss Prevention.
- ✓ **Your content is not used for any other customers.** None of your content is used for model training outside of your domain without permission.



A new and powerful way of working

Duet AI in Workspace enables teams to connect, create, and collaborate from anywhere, on a variety of devices, using the power of generative AI. It helps people get more out of work by boosting productivity, enabling new skills, and freeing up time for more impactful work. All of this is done in a smooth and easy-to-use way, without the need for code, new interfaces, or multiple buttons and steps.

We're excited to see where Duet AI can take you and your team in this new era of work. We have made Duet AI available to enterprise customers, and are ready to work with you to implement it across your organization.

To learn more about how Duet AI in Workspace can benefit your team or organization, [contact sales](#) today.

