

An Individualizing Platform for Internal Communication

Google × TKS

Executive Summary

1

Objective

Google employees are wasting time learning ineffectively about the wrong product updates. Google loses many customers due to employees pitching the wrong products.

2

Recommendation

A communication platform can leverage user tags and LLMs to provide **relevant**, **concise**, and **individualized** update information to Google employees.

3

Impact

Decrease unnecessary burdens, maximize the effectiveness of limited learning time, and result in **well-informed** Google employees.



The Objective

Reducing Information Overload

Reducing Information Overload.

Communication Methods

Google salespeople often receive **duplicative** information about product updates from **multiple different sources**, and can lead to employees being unable to retain this information well.

Irrelevancies

Current communication methods fail to adapt to differences in **responsibilities, culture, preferences**, and **local policies** of Google's diverse global workforce. Also, lots of information that employees receive are often unrelated to what they do.

Volume of Information

Employees already have to deal with **2 to 5 hours** of email every day. Condensing the amount of information read by employees will ensure more time is allocated to useful information.

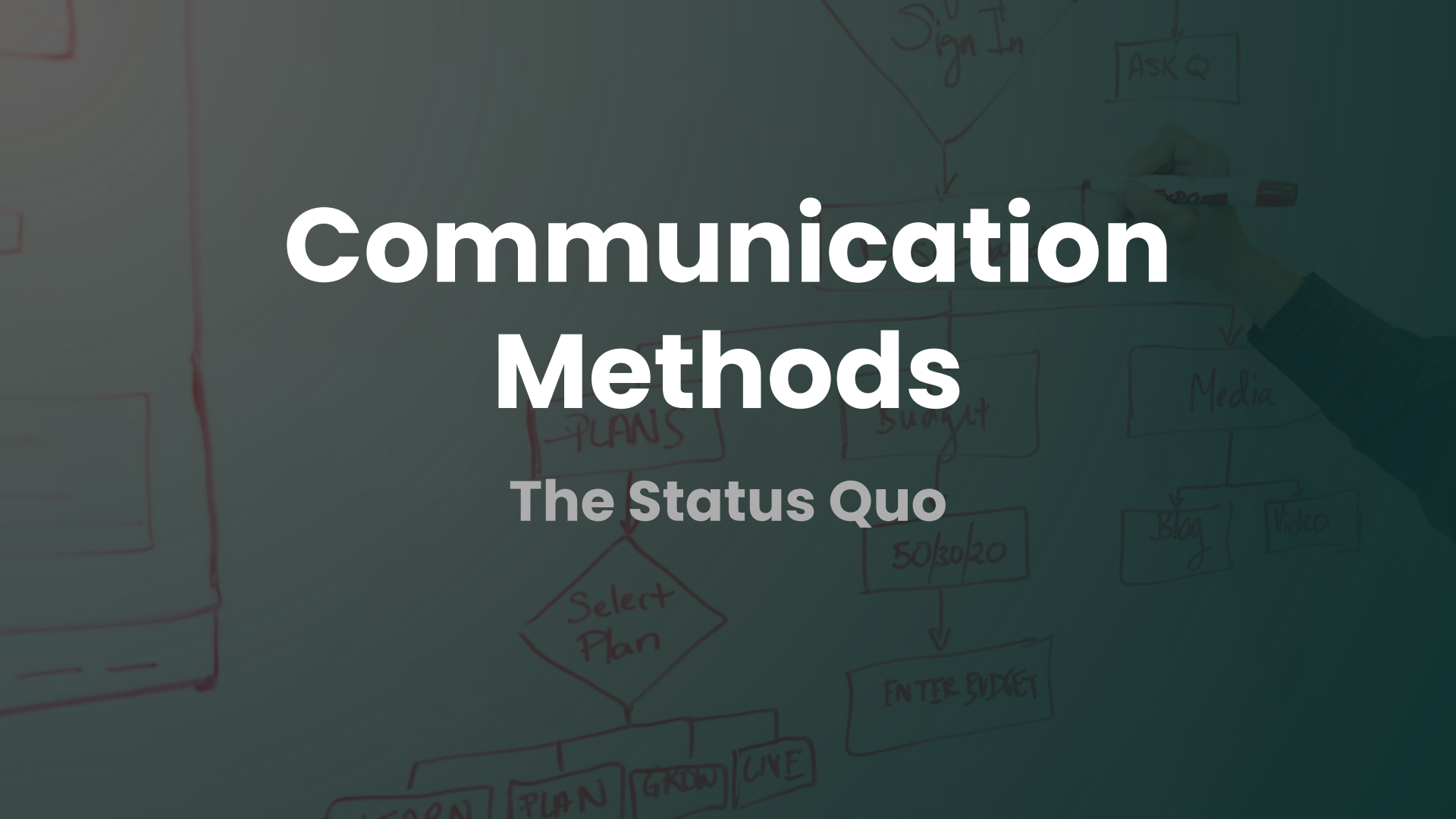
Missed Opportunities

When Google salespeople get **duplicative, wrong**, and **excessive** information, they fail to pitch the most suitable products to their customers, especially those in the **mid-market** where a single employee may have to manage about **15** small businesses.

The information overload they experience at work is also detrimental to employee satisfaction, leading to **worse performance** and **lower employee retention** rates.

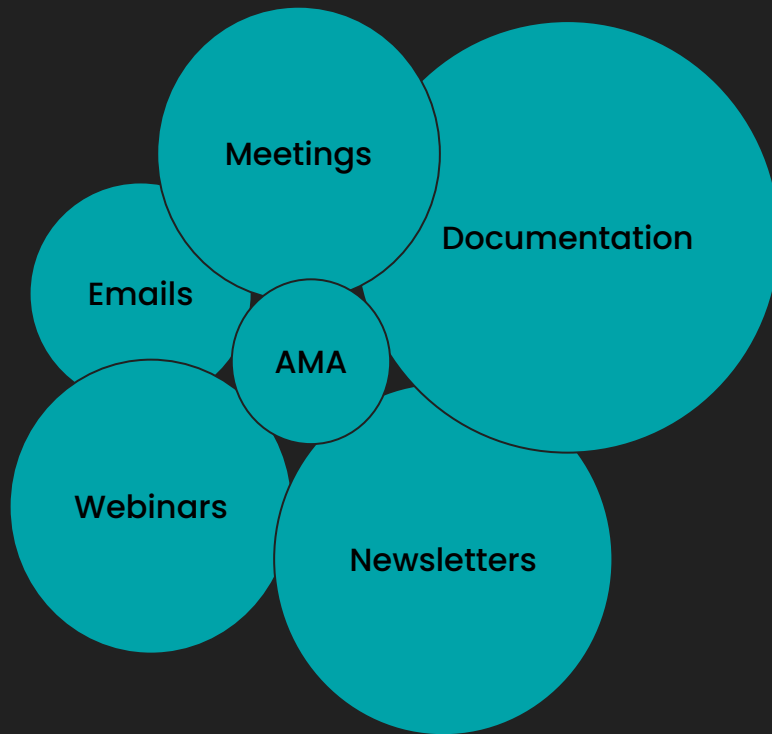
Communication Methods

The Status Quo



Decentralized Communications.

Employees struggle keeping up to a growing tech stack consisting of multiple communication platforms.



57% of employees get **duplicative** content from different sources, unnecessarily contributing to the **information overload** and **disorganization** that many suffer from.

SalesMastery

Google's current Learning Management System (LMS) is a company-wide platform hosting employee training modules that are sent out quarterly.

But what's wrong with SalesMastery?

Wrong Content

Sometimes managers assign modules that **aren't suitable** to their employees and what they work with, leading them to waste time learning about things they do not need at work.

No Feedback

Google currently uses a **simple majority check** to see if a module was effective. This fails to account for employees with **different perspectives**, leading them to learn nothing from these modules.

No Customization

Due to its use as a company-wide platform, certain details like **learning preferences** are omitted, and modules aren't able to **adapt** to the culture of the **location** that the employee works in.

Decentralized

This isn't even the platform where employees get updates, only where they get training. In fact, employees get updates from **all over the place**, and never in the same format twice.

Communication Methods Solution



One Centralized Platform.

Newsletters

AMA

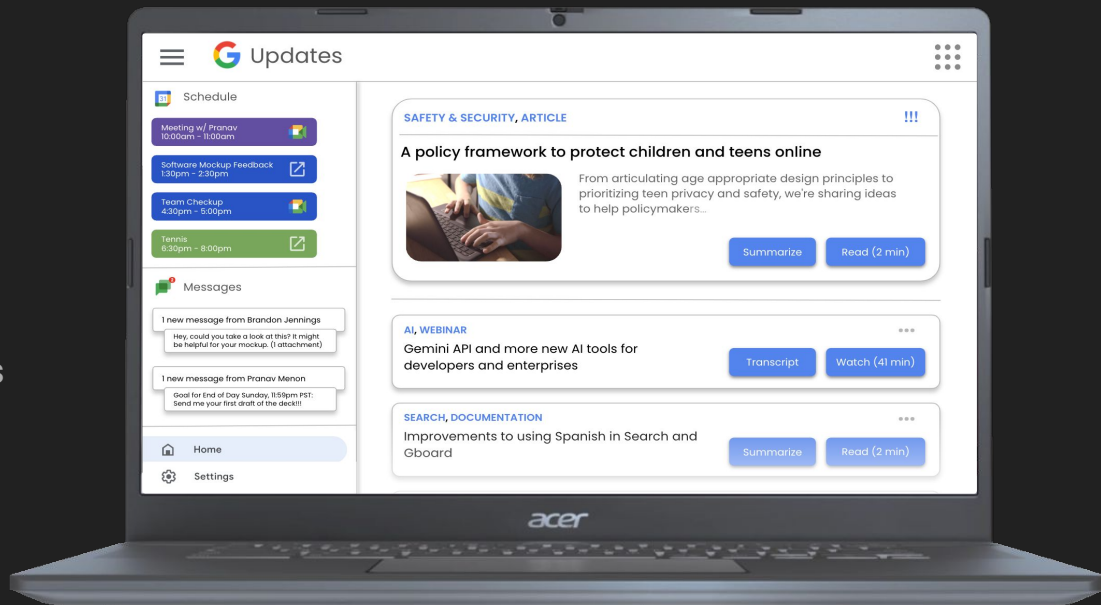
Emails

Docs

Meetings

Webinars

With a single platform that renovates SalesMastery, Google can ensure its employees find all the information they need in one place, especially product updates.



A photograph of a crumpled yellow paper ball on a light-colored surface next to a wire mesh trash can. The scene is dimly lit, with the trash can casting a shadow on the surface. The background is a plain, light-colored wall.

Irrelevancies

The Status Quo

Irrelevancies.

More time spent on irrelevancies is less time spent on important information. Google employees report that they never read all of the information they are given and instead must decide, on their own, which information is more relevant. This is an absolute waste of time and is energy-draining for employees.

In response to whether they believe if Google employees read all these updates, one employee said:

“No way. I don’t haha” – Anonymous

Roles & Responsibilities

47% of employees say that communications they receive are often **unimportant** to their tasks and responsibilities.

Geography & Culture

There is a lack of geographical adaptation in these articles, and right now Google is only writing **more** articles instead of **smart** articles.

The background is a dark, desaturated photograph. On the right side, there is a wire mesh trash can. In the center and left foreground, there are several pieces of crumpled yellow paper, suggesting discarded or irrelevant information. The overall tone is somber and focused on the theme of discarding the unnecessary.

Irrelevancies **Solution**

Extensive User Tags.

An extensive user tagging system can be implemented for the software to better personalize information.

Roles and Responsibilities

Employees will require **different types of information** depending on their assigned tasks.

Geographical Differences

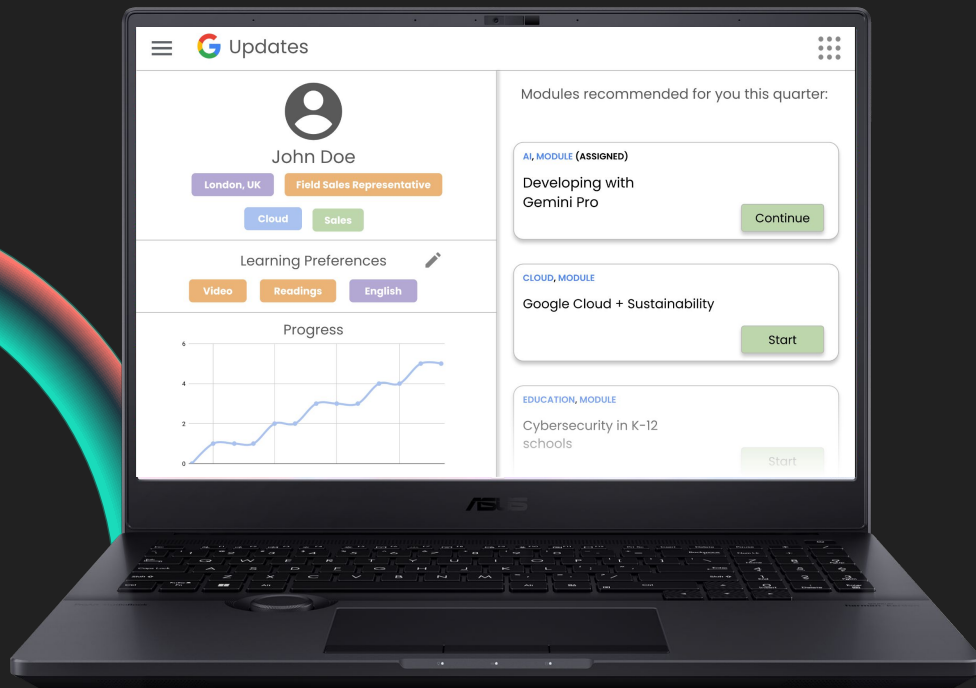
Geography plays an important role in deciding which information is more useful for a **specific region, culture**, and system of **policies**.

Learning Preferences

Certain employees, especially those experiencing disabilities, may prefer some **formats of education** over others.

User tags are then used to match content tags and **filter out** or **deprioritize** comparatively irrelevant content.

Tags: Demo





Volume of Information

The Status Quo

Too much information!

Employees already spend **2 to 5 hours** every day checking their email.

People also have developed shorter and shorter attention spans due to social media.

From a Harvard Business Review, employees spend **3 hours and 27 minutes per week** on information burden.

This unnecessary stress lowers employee satisfaction and decreases performance. Most notably, Google may **lose mid-market customers** due to bad performance of an employee when recommending a product.

Even managers don't escape the cruelty of information overload either.

Managers are **7.4 times** more likely to regret making an important decision and **2.6 times** more likely to resist change when they are suffering from information overload.



Volume of Information **Solution**

Personalized AI Summaries.

Questions to Address

An LLM generates a summary for each piece of update information comprised of the answers to the following three questions:

1

"What is the update?"

Informing employees on the update, how it works, and what it does.

2

"When does this update happen for me?"

A short line consisting of the date and time that the update is put in place for the specific user.

3

"How will this update affect me?"

The employee is able to understand the day-to-day impacts of an update and is immediately able to make adjustments based on it.

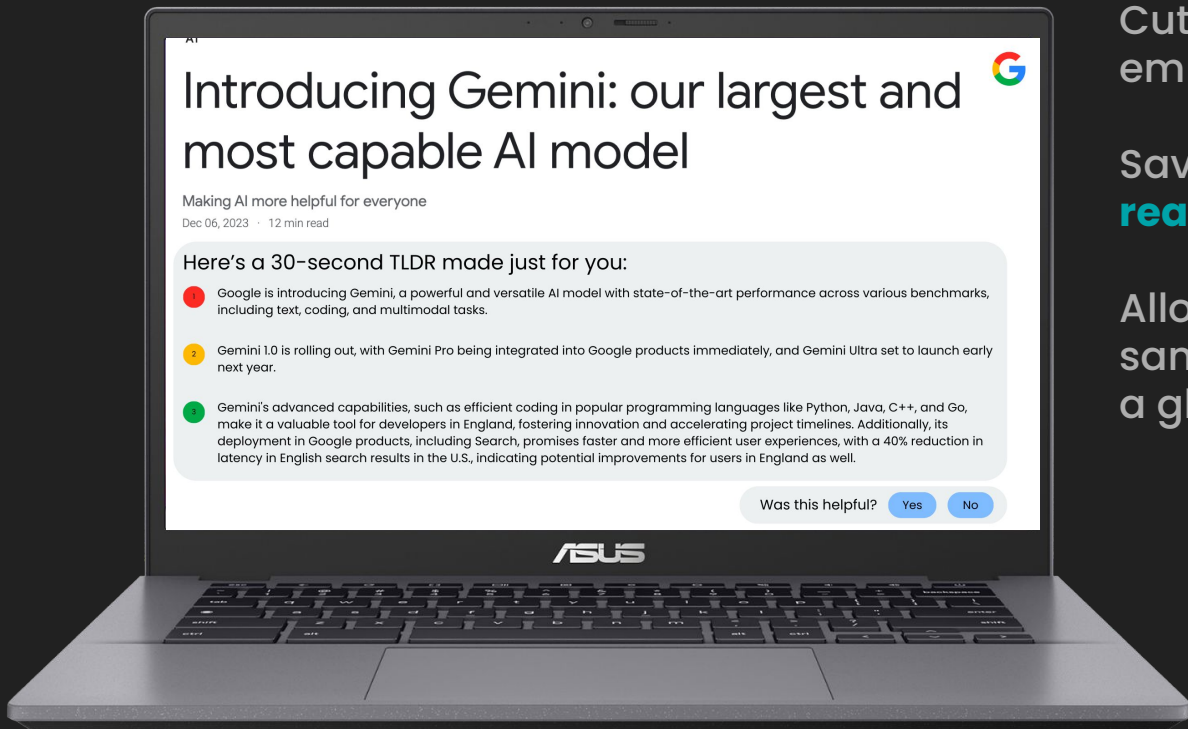
Tag-Based Generation

Employees are given personalized summaries and perspectives on the given material based on their aforementioned user tags.



Gemini

AI Summaries: Demo



Cuts information load on employees by **75%**.

Saves **50%** more time than **speed reading** does.

Allows for better **retention** of the same amount of information than a glance or speed read could.

Summary of Platform Features.

Centralized Communication

The software will condense newsletters, documentation, seminars, and other material onto a **single platform**, allowing for a more **focused** learning experience for employees.

Extensive User Tags

Users will be given tags based on their **roles**, **location**, and **personal preferences**. These tags form the basis of filtering in what a specific employee **actually needs** to know.

AI Language Model Summaries

A language model can be employed to summarize articles and videos on product updates, with the potential of reducing information load by 75%. It will tailor these summaries to user tags.

Google, thank you for the opportunity!

We'd like to thank you for this opportunity to contribute a recommendation toward improving Google's internal interactions. In this process, we have learned so much about communication, perhaps the most important factor of any team's success.

Please feel free to contact us any time via email or LinkedIn if you have any questions or comments regarding our recommendation.

Regards,

Leonardo, Andy, Krish

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