Grid Dynamics · Google Cloud · Temporal



EXECUTIVE WORKSHOP RECAP | SEPTEMBER 10, 2026 | SEATTLE

The brand that owns the agent owns the customer

And the catalog decides how well that agent performs

Thank you for spending the afternoon with us. **30 executives** from retail, telecom, financial services and transportation joined Google Cloud, Temporal and Grid Dynamics in Seattle. Here is what the room took away.

Four takeaways from Seattle

1. *Own the agent*

Search, Gemini and other AI surfaces are already a shopping channel, so show up there. But a native agent on your own site keeps the context, the personalization and the customer relationship.

2. *Enrich the catalog first*

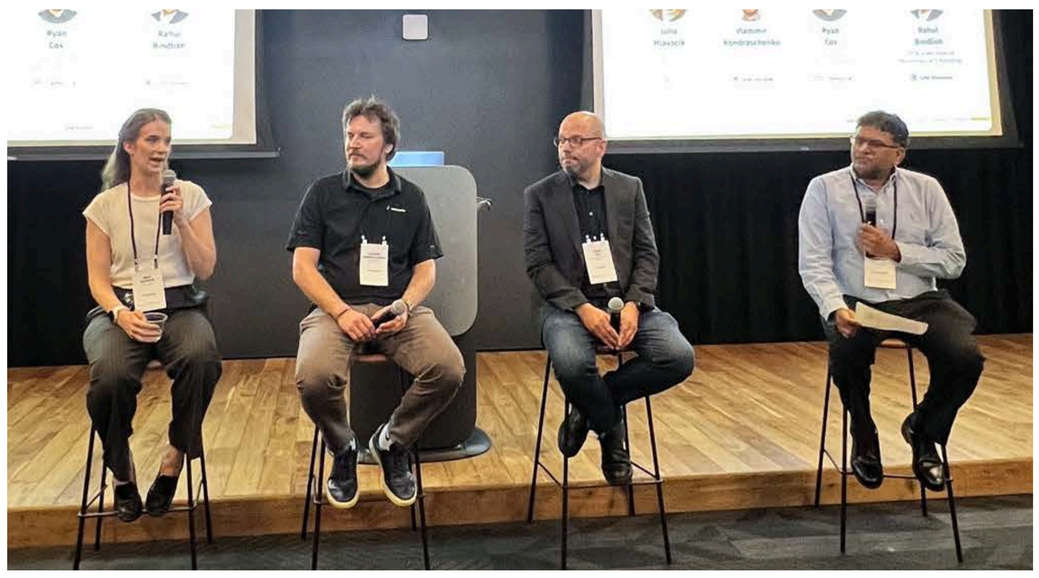
Ask for a U-band hose and the agent fails if that attribute is missing. Extract attributes from descriptions, images and docs, then let an LLM judge flag the low-confidence ones.

3. *Score service and sales together*

The same capabilities (catalog, inventory, pricing, cart, support) should power your own agent and future external channels. Shared KPIs like customer lifetime value break the silos.

4. *Know when to route to a human*

High-value and sensitive requests still need a person. When the agent hands off, it passes the full conversation so customers never repeat themselves.







Featuring leaders from Google Cloud, Grid Dynamics and Temporal: **Julia Hlavacik** • **Rahul Bindlish** • **Vladimir Kondraschenko** • **Ryan Cox**

WHY IT MATTERS

42% higher conversion for AI-referred visits to U.S. retail sites vs. non-AI traffic, March 2026

Adobe Digital Insights, Q2 2026 AI Traffic Report

IN PRACTICE

86% fewer zero-result searches for a Fortune 100 foodservice distributor after catalog enrichment

See the case study →

NEXT STEP

Bring the conversation to your team.
Get your 4-signal Agentic Commerce readiness snapshot in 2 minutes.

TAKE THE ASSESSMENT →