

Wesfarmers Teams Up with Google Cloud to Supercharge Retail with Agentic AI

Multi-year collaboration will bring agentic AI to Wesfarmers' retail businesses, creating new experiences for customers and supercharging productivity of thousands of team members

SYDNEY and SUNNYVALE, Calif. — Feb. 13, 2026 —Wesfarmers, an Australian conglomerate with businesses ranging from retail and health to chemicals, energy, and industrial products, has selected Google Cloud to help support a new generation of agentic experiences for millions of customers and thousands of team members. The multi-year group-wide collaboration will bring new AI experiences to brands like Kmart, Officeworks, Priceline, and OnePass – using Google Cloud's agentic AI solutions, to make shopping personalized and enhance employee productivity. This collaboration further strengthens the long-standing relationship between Wesfarmers and Google.

The collaboration tackles two of the biggest challenges in modern retail: growing customer expectations for fast, personalized service, and increasing operational complexity across large, multi-brand businesses. For customers, this means more seamless and intuitive shopping across Wesfarmers' digital channels and in-store. For Wesfarmers team members, it means more time to focus on innovation, decision-making and operational priorities.

“As we expand the use of AI across areas such as forecasting, design and customer engagement, it's important that we do so responsibly, at scale and with the right partners,” said Rob Scott, Managing Director, Wesfarmers. “Google Cloud's capabilities will support the development of agentic solutions that enhance customer experiences and enable our teams to focus on higher-value work.”

“AI is fundamentally changing the retail sector, enabling companies to develop deeper connections with their customers with every interaction,” said Thomas Kurian, CEO, Google Cloud. “By integrating Google's agentic AI across Wesfarmers' iconic brands, we aren't just digitising the storefront – we are helping them reimagine every customer touchpoint and automate their internal processes.”

Improving end-to-end retail from operations to customer experience

Through the collaboration, Wesfarmers will deploy Google Cloud's AI capabilities to improve both the customer retail shopping journey and the tools available to retail support teams:

- **Agentic shopping experiences:** By deploying Gemini Enterprise for Customer Experience, Wesfarmers is building tools that help customers find products more easily, receive relevant recommendations and move smoothly from search to post-purchase. Wesfarmers is also actively piloting cross-divisional agentic shopping with customers through Search with OnePass, allowing customers to search and shop conversationally across multiple retail brands in one place.
- **Elevated customer support:** Wesfarmers is working with its retail divisions to deliver faster, more personalised customer support through new AI assistants. Unlike traditional scripted chatbots, these tools – developed [using](#) Google Cloud AI – can understand context across a conversation, helping resolve enquiries more efficiently.
- **Empowering team members:** Wesfarmers has made Gemini Enterprise available to all retail divisions, providing teams access to advanced AI tools that help them analyse information, automate routine tasks and support decision-making across functions including operations, customer service, engineering, marketing and finance.

Building future capability and skilling

Wesfarmers is investing in training, providing team members with the skills they need to use AI confidently, securely and responsibly. Google Cloud will also deliver a custom AI upskilling program to train leaders and team members across several Wesfarmers divisions, with training adapted to different roles—from store-based teams to support centres - with the goal to help team members move beyond just using AI tools to actively identifying new ways to improve their daily work and create better experiences for customers.

About Wesfarmers



From its origins in 1914 as a Western Australian farmers' cooperative, Wesfarmers has grown into one of Australia's largest listed companies. With headquarters in Perth, Wesfarmers' diverse businesses today span: home improvement, outdoor living products and supply of building materials; general merchandise and apparel; office and technology products; retailing and provision of health, beauty and wellness products and services; management of a retail subscription program and shared data

asset; wholesale distribution of pharmaceutical goods; manufacturing and distribution of chemicals and fertilisers; gas processing; natural gas retailing; participation in an integrated lithium joint venture, including operation of a mine and concentrator, and development of a refinery; industrial and safety product distribution; and management of the Group's investments.

Wesfarmers is one of Australia's largest private sector employers with more than 118,000 team members and is owned by more than 480,000 shareholders.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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