



Create an Agile, Secure and Productive Contact Center

With the ease and power of Acer
ChromeOS Enterprise Devices

Insight 

acer
for business

 chromeOS

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Contact center evolution

COVID-19 disrupted the global workforce, accelerating digital transformation and altering business strategies. The pandemic made a particular impact on contact centers, as on-site employees with location-based tools were suddenly asked to work from home.

The impact of COVID-19 on contact centers includes:



Moving from on-premises to remote work, and then from remote to hybrid: Long term, contact center leaders anticipate a hybrid work environment, with 53% of agents working in office and 47% working remotely.¹



Cloud migration: Three-quarters of managers agreed that moving to a cloud-based infrastructure allowed organizations to be more strategic and business-oriented, even throughout the pandemic.²



Embracing automation: Simplified, automated processes lead to more efficient customer experiences, stronger agent output and greater satisfaction across the board.



Rethinking business continuity: Though many organizations had a business continuity plan, the majority didn't consider a scenario where everyone was forced to work from home. The pandemic shifted thoughts and strategies around crisis preparation.

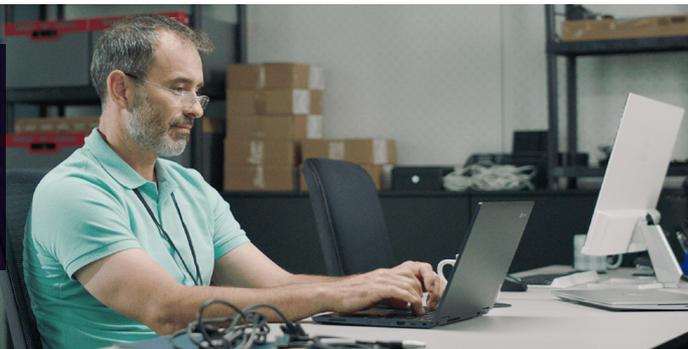
Contact centers will continue evolving even as pandemic restrictions diminish. Moving forward, businesses have new and exciting opportunities around digital transformation, including omnichannel communications, Artificial Intelligence (AI), live engagement tools and more advanced customer analytics.

3 challenges facing contact centers today

Managing a successful contact center requires a sharp focus on three areas of need:

IT team	Agents	Business
<ul style="list-style-type: none">▪ Ability to deprovision devices and onboard new agents quickly, from anywhere▪ Quick agent onboarding to reduce the number of support tickets▪ Easy cloud management of user settings, policies, apps and devices	<ul style="list-style-type: none">▪ Access to customer case-management tools, a knowledge base that is easily accessible through web or internal portals, and the ability to easily adjust customer orders through an app or browser in one location▪ Quick entry to internal collaboration tools such as chat, video and email▪ Fast, secure and easy-to-use devices, accessories and platforms	<ul style="list-style-type: none">▪ Efficient management to increase revenue and improve CSat and Net Promoter Score (NPS) rankings▪ Lower cost of operations and focus on Return on Investment (ROI)-driven technology decisionst▪ Reduce the organization's attrition/ churn rate

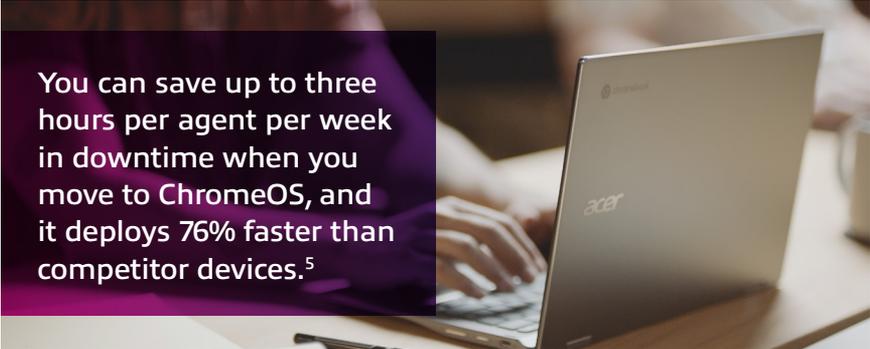
Luckily for contact centers, Acer ChromeOS Enterprise devices can meet all these needs and more.



Secure and optimize your contact center with ChromeOS.

ChromeOS is a cloud-first, modern contact center platform that will keep your business on the cutting edge of technology.

With its flexible architecture, service leaders can focus on strategy, innovation and future success without being locked into legacy technology constraints.



You can save up to three hours per agent per week in downtime when you move to ChromeOS, and it deploys 76% faster than competitor devices.⁵

ChromeOS enables contact centers to be cloud-first and agile while improving agent productivity, securing business data and supporting IT teams. You'll minimize operational stress with devices designed to keep your agents productive and simplify IT management.

When it comes to security, ChromeOS protects customer data, agents and business information with built-in, intelligent protection.

ChromeOS has had ZERO reported ransomware attacks — ever.⁶

Agile and flexible solutions

ChromeOS provides best-in-class customer service, secure business data and a reduced cognitive load on agents.



Protect business and customer information.

Safeguard your business from ransomware, malware and employee error with proactive security features like Google Safe Browsing. The built-in Titan C security chip will protect user identity, device security and system integrity.



Increase agent productivity.

The easy and intuitive ChromeOS platform reduces agent stress, allowing your team to focus on the customer experience. They'll enjoy a wide range of tools and apps for productivity, collaboration and customer service.



Deploy and manage easily, even with high turnover.

Through cloud profiles, you'll deploy devices in minutes with no imaging. ChromeOS also offers 500+ configurable policies, and deprovisioning is easy with a quick wipe/reset.



Acer ChromeOS Enterprise Devices for Contact Centers

With a wide range of fast, powerful clamshell/convertible ChromeOS devices, high-performance Acer® ChromeOS Enterprise devices are designed to power agents with various work needs. These devices are built to boost productivity and with the latest generation processors, fast-charging all-day battery life and military-grade durability.

Acer Chromebook Enterprise 514 & Spin 514	Acer Chromebook Enterprise 515	Acer Chromebook Enterprise Spin 714
 <p>Key Features:</p> <ul style="list-style-type: none">• 14" Full HD display, touch-screen option• Clamshell or Convertible• Intel® Core™ or AMD Ryzen® processor• ChromeOS• Chrome Enterprise Upgrade option• Full connectivity• Enhanced video and audio• Military-grade durability	 <p>Key Features:</p> <ul style="list-style-type: none">• 15.6" Full HD display, touchscreen option• Intel Core Processor• ChromeOS• Chrome Enterprise Upgrade option• Numeric keyboard• Wi-Fi 6, full connectivity• Webcam with built-in shutter, enhanced audio• Military-grade durability	 <p>Key Features:</p> <ul style="list-style-type: none">• 14" convertible, Full HD touchscreen display• Intel Core processor, Intel Evo• ChromeOS• Chrome Enterprise Upgrade option• Fingerprint reader• Wi-Fi 6, full connectivity• Enhanced video and audio features• Active stylus with built-in pen slot• Military-grade durability

*Features may vary depending on model and configuration.

Acer Premier Service & Support

Acer's commitment continues post-sale with exceptional service and support. Acer's tenured, highly trained team of dedicated technicians delivers the support you need. With a dedicated toll-free number, quick response times and no script, Acer's Premier Service team provides your call centers with swift support and resolutions.

The deployment process is seamless for remote workers and IT teams.



Buy

Purchase an Acer ChromeOS Enterprise device from Insight.



Ship

Insight drop-ships directly to the user



Use

Device automatically enrolls into the domain and syncs employee's policies, settings and apps.

<p>Hardware <i>Choose from a broad range of form factors and specifications.</i></p>	<p>Chrome Enterprise recommended partners <i>For cloud-based and virtualized contact centers</i></p>	<p>Peripherals <i>Verified Works with Chromebook headsets</i></p>
	      	      

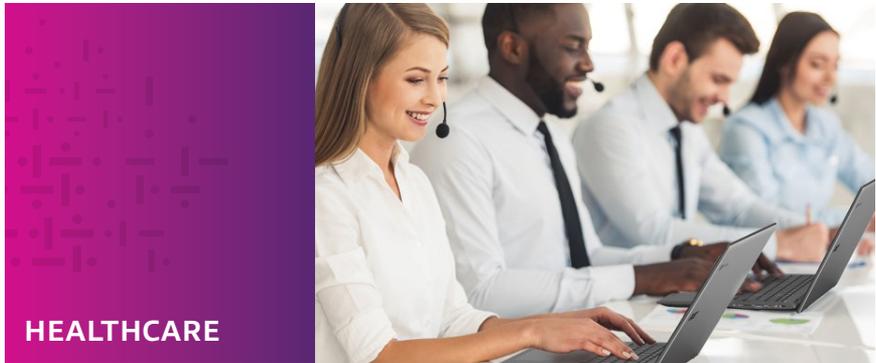
Did you know Insight offers specialized deployment and managed services for Acer ChromeOS Enterprise devices?

Whether your business uses 50 or thousands of devices, you'll benefit from Insight's expert deployment of ChromeOS. Ask an Insight specialist about whiteglove preconfiguration, professional and managed services for Acer ChromeOS Enterprise devices.

Create a solution perfect for your business.

Whether your organization leverages modern Contact Center-as-a-Service (CCaaS) or legacy contact center software, ChromeOS has you covered.

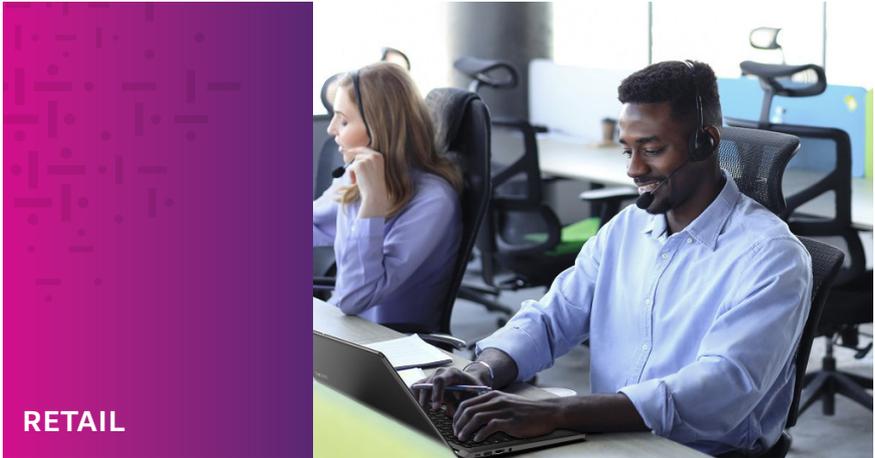
Let's take a deeper look at how ChromeOS can enhance contact centers for healthcare, retail and financial services.



The healthcare industry has undergone massive change, fast-tracking digital transformation and adopting new technologies. Organizations need scalable technology to help better care for patients in-person and virtually.

There's no better time to enhance your healthcare call center with ChromeOS.

- Powerful Acer® ChromeOS Enterprise devices can **streamline your billing services and appointment scheduling**. Fixed workstations become a thing of the past as ChromeOS allows mobile access to the files and information your team needs.
- No matter their location, your call center team can **easily obtain patient and provider information** to quickly answer questions. And, with built-in security, all data stays confidential and protected.



RETAIL

Modern technology is reshaping the retail landscape and consumers expect immediate access to the products and information they desire. A strong and efficient call center is critical in this competitive, fast-paced industry.

- ChromeOS will help your agents provide immediate product support with **quick access to the knowledge base of resources**, data and information. By reducing stress, agents are better prepared to address client questions and complaints.
- With seamless integration into your existing infrastructure, agents can **easily process orders and refunds**, building customer loyalty and satisfaction.



FINANCIAL SERVICES

As an industry, financial institutions utilize contact centers more than any other and are the most likely to have the highest number of remote contact center employees.⁷ ChromeOS can streamline a host of processes to ensure a high-quality banking experience.

- Informed agents are able to better provide **banking support** and answer customer questions, including mortgage inquiries and more.
- **Credit card support** is a vital factor for financial call centers and ChromeOS can help ease the process with infrastructure support, easily accessible resources and secure customer information.
- With the right tools and integration, your team will **seamlessly handle insurance claims** and navigate multiple layers of communication.



How Synchrony brought 6,000 employees home

A ChromeOS success story

Like many businesses around the world in early 2020, Synchrony — a financial services and consumer banking company — had to move to a remote work model. To help contact center teams work from home, Synchrony turned to ChromeOS and Acer ChromeOS Enterprise devices.

The following is an excerpt from a July 2020 interview with Gregory Simpson, chief technology officer for Synchrony:

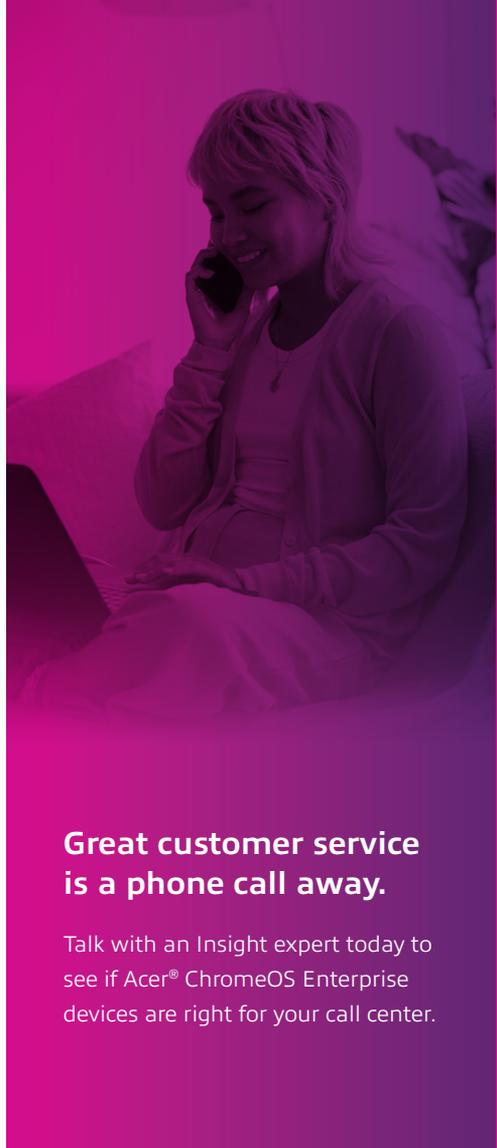
We never imagined that Synchrony's contact centers would shift to remote working. But when it became clear in mid-March that the COVID-19 pandemic would disrupt normal business operations, one of our first thoughts was, "We need to get our employees home."

With just a couple of weeks to convert bustling, fully staffed contact centers to a remote team around the world, we chose Acer ChromeOS Enterprise devices because it was easy and fast to deploy and manage.

Contact center employees logged into our custom Synchrony customer service applications through Citrix. The combination of Acer Chromebooks and Citrix provided our employees with the flexibility and security to access Synchrony business applications remotely. We knew if we could enable those logins remotely and securely, then remote work could move forward.

Just like contact center teams, the technology team is also working from home, so tools like the Google Admin Console allowed us to set up Chromebooks quickly. We used managed guest sessions for all the Chromebooks so that contact center team members have fewer sign-ins to complete before accessing Citrix.

We started buying Acer Chromebooks on March 6. By March 31, we had almost every contact center employee at home in the United States with their Chromebook. We're happy to see that our employees love the Acer Chromebook Enterprise experience, and we continue to explore a remote work culture for the future.



Great customer service is a phone call away.

Talk with an Insight expert today to see if Acer® ChromeOS Enterprise devices are right for your call center.

About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 33+ years of deep partnerships with the world's leading and emerging technology providers.



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¹ Morris, T. (April 2021). 9 New Findings from the 2021 State of the Contact Center Report. Customer Think.

² Contact Centres. (2021, March 31). Contact Centre Report: Cloud Is Here. What's Next?

³ Wheelhouse. IDC Spotlight: Unlocking the transformative power of AI for contact centers with Google Cloud and Genesys.

⁴ Avoxii. Call Center Attrition Rates, Benchmarks, & Industry Standards.

⁵ Enterprise Strategy Group. Quantifying the Value of Google Chromebooks with Chrome Enterprise Upgrade.

⁶ Bitdefender. (2020).

⁷ Accenture x Google Internal Research. (July 2021).