Make call center operations more efficient and secure with Citrix and Chrome OS

Citrix and Chrome OS help contact centers meet today's biggest challenges while freeing agents to do their best work

Enhance the customer experience

In the customer-driven marketplace, aligning customer service and your brand is an essential way to attract customers, increase loyalty, and differentiate your business. Done right, it can create a sustainable competitive advantage. Citrix and Chrome OS provide streamlined access to the tools and resources your agents need to deliver first-rate customer service and a lasting good impression. Citrix provides a simplified interface for accessing CRM and ticket queue management apps to ensure agents have instant access to customer information. At the same time, Chrome OS improves device performance to reduce slowdowns and crashes so that customers are never kept waiting.

Boost agent productivity and experience

Agent turnover at contact centers can be as high as 60 percent annually. Provide a better agent experience by providing agents with high performance devices, a simplified user experience, and advanced productivity tools. Chrome OS devices boot in a matter of seconds and feature automated updates that happen in the background to prevent work interruptions. Citrix Workspace makes call collaboration and escalation easier by providing agents and supervisors with centralized access to the same data and applications. Citrix microapps automate workflows, reducing the effort to complete common tasks. And **Chrome Enterprise Recommended** pre-screens third-party apps to ensure they're optimized for Chrome OS, which means they're easy for agents and businesses to adopt.

Simplify IT management

Citrix Endpoint Management can be used to fully manage Chrome OS devices. Management actions can be pushed to thousands of devices within minutes and include delivering enterprise apps, updating security policies, and remotely wiping devices. Plus, zero touch enrollment enables contact centers to rapidly scale operations by simply shipping devices directly to agents. There's no need for IT to touch devices because the Citrix Workspace can be set up to automatically install as soon as the user powers up their Chrome OS device. As soon as an agent receives a device, all they need to do is turn it on, log into Citrix Workspace app, and their Citrix environment (and apps) are hosted in Google Cloud.

Protect customer data

Last year, ransomware attacks increased by 150 percent with one security firm estimating there were upwards of 65,000 successful attacks in 2020 (Source: Group-IB). With Citrix and Chrome OS, IT can be confident that data and devices are always safe from threats. In fact, there has never been a reported ransomware attack on a Chrome OS device. This is because executables cannot be run on a Chrome OS device. An additional layer of security against Internet based threats is provided by Citrix Secure Internet Access to protect agents and customer data. Applications and data are stored within the cloud, and are then securely accessed on Chrome OS devices. If a device is lost, damaged or stolen, IT can remotely wipe the device. Agents simply pick up where they left off on a new device without transferring any files or data, or relying on IT for setup.

Deploy rapidly with validated solutions that lower risk

Citrix and Google have partnered to test the entire computing stack for contact centers with Chrome OS and Citrix Workspace - from the hardware, to the software and peripherals. This ecosystem of **Citrix Ready validated solutions** includes applications like **RingCentral** and **Vonage**, chromebooks from **HP Inc. and Acer**, and headsets from **Sennheiser** and **Poly**. With Citrix and Chrome OS, IT can rapidly deploy a validated end-to-end software and hardware solution that delivers the best experience for agents. Citrix and Google are constantly validating new apps, endpoints, and peripherals to ensure contact centers continue to have the maximum choice of validated solutions. The Citrix Ready Marketplace includes a complete list of solutions for our partner ecosystem.
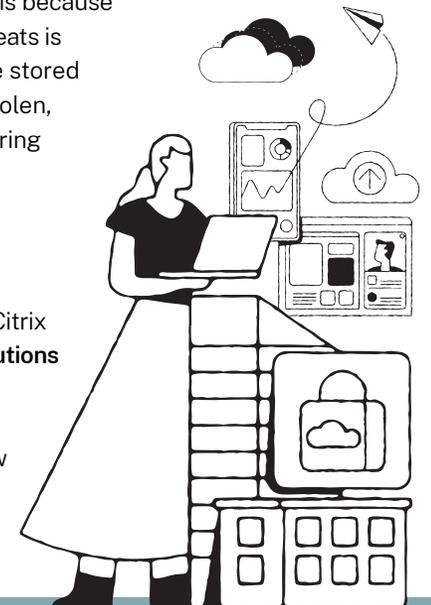
Ensure business continuity

Whether it's a global pandemic, a power outage, or a severe weather event, business disruptions have a major impact on the bottom line. Even the failure of a critical business application can cost organizations $5,000 per minute (Source: Forbes). With Citrix and Chrome OS, contact center operations can continue, regardless of the disruption, and benefit from uninterrupted and reliable network connectivity with Citrix SD-WAN. Agents only need to connect to the Internet, turn on their Chrome OS device, and log in to the Citrix Workspace app to get to work.

Support a remote agent workforce

By 2024, Gartner predicts that 30 percent of organizations will have moved their contact centers' operations off-premises, and cloud contact center agents will outnumber on-premises contact center agents. To prepare for the next evolution of the contact center, organizations need to shift applications to the cloud and decentralize operations. Citrix and Google enable organizations to deliver desktops, apps, and data to agents working from anywhere. And with Chromebooks there's no compromising on security or experience.

Success stories

When COVID-19 hit, Citrix and Google deployed a solution for a fast-growing contact center that enabled 1,600 agents to begin working from home within a week — without any impact on productivity.

One **U.K-based council leveraged Google and Citrix** to reduce energy usage by 32 percent, which is equivalent to the carbon offset from 3,700 acres of mature forest. Plus, remote accessibility has enabled the council to better realize its goals for diversity and inclusivity.

Read more case studies:

▷ **How Synchrony brought 6,000 home with Chromebooks and Citrix**

▷ **How Woolworths leveraged Citrix and Chromebooks to replace Windows for a technology transformation**

Learn how to transform your contact center operations and agent experience at Citrix.com/Google

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Why Citrix and Chrome OS provide a complete technology solution for contact centers

A fully cloud-hosted workspace that delivers apps, desktops, and data on agent devices.

Citrix Workspace app runs on Chrome OS devices with no additional software to install or configure.

Citrix Ready-validated solutions streamline deployments and reduce risks.

Fast, reliable, and secure Google Cloud infrastructure.

Devices that are easy for agents to use and easy for IT to manage.

Secure, cloud-native Citrix microapps and productivity apps that automate workflows and simplify tasks.

Built-in protection against ransomware and malware on Chrome OS devices.

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