

TOP THREE WAYS TO ACHIEVE SEAMLESS CUSTOMER EXPERIENCE



**HOW COMPUTACENTER
AND GOOGLE
CHROME OS HELP
ORGANISATIONS
REINVENT THEIR
CUSTOMER EXPERIENCE**

Cloud-first technology like Chrome OS, allows employees to serve customers more efficiently, regardless of location. And with lightweight, portable Chrome OS devices, you can equip employees to deliver excellent service from anywhere.

**HYBRID WORKING, A DIGITAL NATIVE WORKFORCE AND MOBILE TECHNOLOGY
HAVE GIVEN CUSTOMERS NEW EXPECTATIONS ON HOW AND WHERE THEY'LL
BE SERVED. BUSINESSES HAVE TO MATCH THESE EXPECTATIONS. THEY NEED CLOUD.**



1

SERVE FROM WHEREVER YOU WANT

Industries like retail and hospitality can't rely on customer loyalty and ingrained consumer habits. Social distancing has added to the disruption; now retail employees might have to serve or manage queues from anywhere on the shop floor. They need versatile technology that can cope, regardless of where they are in the store.

Retail is just one example. Most employees, be they utilities workers, delivery drivers, architects, call centre employees or estate agents, are now expected to have information and applications at their fingertips – both on and off-site.

Computacenter is advising enterprises on remote workplace tools. Often, the answer is Google Chrome OS. Chrome OS devices have long battery lives.

They are easy-to-use, simple-to-manage, reliable, and allow access to workplace applications in Google Workspace and Microsoft Office 365.

Cloud ensures information is always accessible, and Chrome OS devices are secure-by-design, meaning they won't let employees down when they need them most. Chrome OS devices are also easier to configure; because user data and security is in the cloud, devices can be deployed with zero-touch from IT.



2

SERVE IN DIFFERENT WAYS

Customers want to save time and businesses want to save money. Self-service solves both.

Lightweight, portable Chrome OS devices can simply switch between digital signage and self-service. Kiosk functionality can limit use to a single-application, ideal for check-in or check-out, questionnaires or customer service surveys.

More complex service may require direct employee engagement. Computacenter can advise on integrating Chrome OS with popular workplace apps, including those in Google Workspace and Microsoft Office 365, and collaboration software such as Zoom, allowing employees to use more tools, run video consultations and communicate effectively with head office. Quick, mobile assisted selling or other in-person consultative services can also be enabled with a Chrome OS device.

60%

of consumers say the way they shop has changed over the last year¹

13%

of consumers are now willing to try new brands¹

¹ <https://www.retail-week.com/retail-voice/how-has-covid-19-impacted-customer-loyalty/7036244.article?authent=1>





3



SERVE SEAMLESSLY, EVEN ON DIFFERENT DEVICES

Cutting-edge design means Chrome OS devices offer speed and simplicity.

A streamlined application environment allows swifter start-ups, as there are less apps running in the background. Optimised configuration and cloud-based user profiles make it simple and fast to sign in, so employees can start delivering immediately.

And because profiles are stored in the cloud, employees can move from one device to another seamlessly – ideal if they want to leave a fixed desk environment and take their portable Chrome OS device with them to a meeting or appointment.

Computacenter can advise on the best Chrome OS devices for employees and run the entire device management process. This leaves employees and IT to focus on what they do best – deliver for the business.



WHEN CUSTOMER SERVICE IS THE KEY DIFFERENTIATOR, ORGANISATIONS NEED TO OFFER GREAT INTERACTIONS ANYWHERE

Google Chrome OS is trusted by retail, hospitality, financial services, technology and other enterprises to make the difference on service. Computacenter's three decades in workplace technology and workstyle analysis means it can advise how best to adopt Google Chrome. The result is a superior experience – for the organisation, the employee and the customer.

Find out how

▶ GET IN TOUCH

To find out more about Google Chrome OS and the services offered by Computacenter, or to get additional information about how sourcing Chrome OS devices through Computacenter can help your organisation please contact your Computacenter Account Manager, call **01707 631000** or email **enquiries@computacenter.com**

About Computacenter

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling people and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 17,000 people worldwide.

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