citrix. chromeOS

Making contact center operations more resilient and adaptable

Enabling secure, hybrid workstyles that keep agents productive

Contact centers are at a critical juncture

Like other business units, contact centers adopted remote work and new cloud services at speed during the COVID-19 pandemic. But this fast-paced, reactive process introduced gaps and other issues that IT and security teams are now resolving. Contact center leaders have some important decisions to make: resume in-person operations or transition to a long-term hybrid model of working that's more resilient and efficient? Considering that 77 percent of contact centers are increasing the pace of remote work, the right answer is clear.[1]

To achieve the desired goal of a sustainable, long-term remote work strategy, companies need to evolve from point solutions to comprehensive hybrid work solutions and cloud technologies that keep operations secure and employees productive. Enhanced security is especially critical because contact center agents work with sensitive customer data day in and day out. **Desktop as a Service (DaaS) solutions from Citrix on ChromeOS devices jointly deliver a seamless remote work solution that provides contact center agents the flexibility and productivity they want with an improved level of security and IT efficiency that organizations need.**

Citrix DaaS and ChromeOS transform contact center operations

Citrix DaaS and ChromeOS provide contact center staff with one-click, secure access to any type of app or virtual desktop, greatly maximizing their productivity without compromising security. IT administrators benefit with granular security policies and centralized management capabilities that reduce their workload and improve total cost of ownership. Here's how.

Implement advanced, multi-layer security

Remote work increases the risk of cyber attacks such as phishing or ransomware because people are working outside the secure IT perimeter. Organizations that still store data on endpoint devices are especially at risk for debilitating cyber attacks because it only takes one compromised device to unleash a cascading effect. Most recently, **37 percent of organizations were the victim of a successful ransomware attack in 2021**,[3] as attackers targeted endpoints to then penetrate networks. These numbers are sure to grow as cybercrime is highly profitable, with **Cybersecurity Ventures projecting that ransomware costs will reach $265 billion by 2031.**[4] Moving sensitive data off devices and into secure cloud services and storage locations is a key step towards reducing the likelihood of an organization being impacted by cyber attacks.

Citrix DaaS on ChromeOS devices is a secure by design solution because nothing is stored on user devices, including customer personal identifiable information (PII) and business-critical applications. Instead, corporate apps and data are stored in the cloud and securely accessed using Citrix Workspace app. ChromeOS devices feature a read-only OS, full encryption, and automated updates to provide robust cyberthreat protection, making them virtually immune to ransomware and malware attacks.

94% of current Citrix and ChromeOS customers plan to maintain or increase their use of [DaaS] over the next 3-5 years.[2]

"ChromeOS has had **zero** reported ransomware attacks — ever."[5]

Citrix DaaS constantly secures all connections to apps and desktops with granular access policies and Transport Layer Security protocol encryption. In addition, Citrix DaaS and ChromeOS automatically provide cloud-delivered security updates and patches so each employee's workspace is always up-to-date.

If a ChromeOS device is ever lost, damaged, or stolen, an IT administrator can remotely wipe the device and ship out a new one. The agent's cloud profile, data, apps, and desktop remain intact and secure in the cloud, making it easy for the user to pick up where they left off. There's no need to transfer files or apps and rely on IT to help with setup.

Provide seamless, secure access to any app or desktop

It's imperative that agents can quickly access customer information because slow application performance can increase call length and reduce customer satisfaction scores. Citrix DaaS and ChromeOS devices provide agents with the resources they need to deliver first-rate customer service to make a great lasting impression.

It all starts with the native Citrix and Chrome Enterprise integration, which enables an agent to be launched directly into the Citrix Workspace app after signing in to their ChromeOS device. From there, the agent has one-click access to a secure and custom curated set of apps, softphones, or

virtual desktops within their IT-controlled Citrix Workspace experience. Agents can easily access the customer relationship management (CRM) solutions, ticket queue management apps, and customer information they need to deliver high quality customer service, all from one unified interface. Citrix DaaS solutions also allow agents and supervisors to access the same data and applications, making call collaboration and escalation easier. As a result, customers are never kept waiting due to the agents' technology.

Deliver an intuitive experience that keeps productivity high

Agent turnover at contact centers can be as high as 60 percent annually,[6] and slow technology systems and broken processes are a chronic source of frustration. Help your agents stay productive and happy by providing them with an intuitive user experience and high-performance devices. **The Enterprise Strategy Group (ESG) found that ChromeOS devices go from power-on to ready to use 76 percent faster than Windows devices, providing optimized device performance that saves time**.[7]

Citrix DaaS solutions and Chrome Enterprise enable IT to quickly onboard new remote hires with zero-touch device provisioning and cloud-delivered imaging so agents can sign in and start working on day one. ESG also found that **ChromeOS devices require 68 percent fewer hands-on keyboard steps and reboots for an initial deployment compared to Windows devices**.[8]

76% say agent experience is a top reason for choosing ChromeOS.[9]
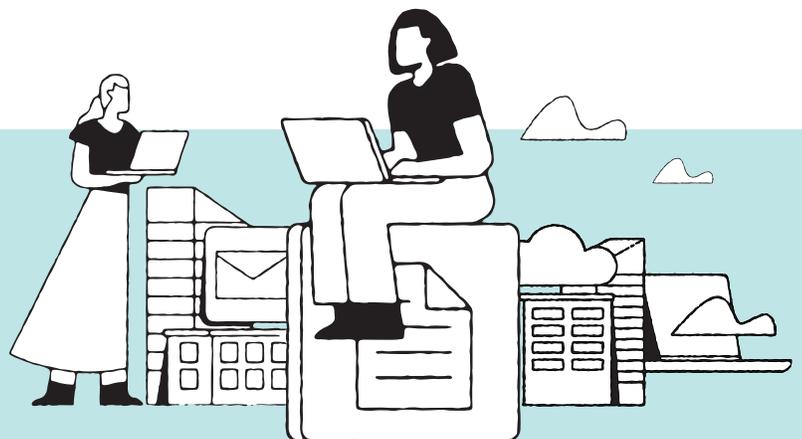
Provide granular controls to protect data

Most security solutions that control access permissions to devices, apps, and data tend to operate like a light switch – permissions are either on or off – regardless of context or conditions. A contextual approach enables IT to think of access controls more like a dimmer switch, adjusting to changing conditions as employees move across devices and locations.

Citrix DaaS and ChromeOS provide granular, multi-layered policy controls that enable IT to ensure that devices, apps, desktops, networks, and data are only made available to the intended users under the desired conditions. In addition to Chrome Enterprise's robust set of native device controls, Citrix DaaS solutions provide an extended set of granular policy controls at the app, desktop, and network level. IT can enable features like application watermarking to deter or track data theft, as well as centrally control who can connect, print, copy and paste, or map local drives.

Going one step further, Citrix DaaS on ChromeOS enables IT administrators to remotely configure ChromeOS devices in kiosk mode, limiting user access to only the secure apps and desktops found within their Citrix Workspace experience.

Citrix Secure Private Access provides even deeper layers of security for Citrix DaaS including malware prevention, blocking screen captures, and browser isolation policies. It can also add zero trust, contextual adaptive authentication which considers real-time user conditions before authorizing access to applications. Additionally, **Citrix Secure Internet Access** can protect the ChromeOS device, DaaS infrastructure, and users from compromised internet sites, malware, zero day attacks, and other external threats. All of these security capabilities add up to enable a zero trust security framework that protects contact center operations wherever they occur and customer data wherever it is accessed.

Simplify IT monitoring and management for end-to-end security

The task of moving entire contact center teams to home locations and remotely supporting them has been a heroic effort for IT. It goes without saying that IT has had to grapple with supporting a massive amount of remote users and devices. To ensure that hybrid work is truly viable for the long-term, IT needs to enforce security policies and leverage centralized managing and automation to do more with its existing team.

Citrix DaaS solutions on ChromeOS devices provide IT with a remote work solution that's significantly faster than alternative solutions. ESG found that a factory reset and redeployment of an existing laptop was **76 percent faster with ChromeOS** than a Windows PC.[10] Just imagine the time savings across thousands of remote contact center agents. **Citrix also estimates that using Citrix DaaS reduces help desk calls by 33 percent**.[11]

With integrated, centralized management of devices, users, apps, and desktops from the cloud, IT administrators can seamlessly and remotely push through security updates in the background, ensuring employee workspaces stay secure without compromising productivity.

ChromeOS devices deploy 76% faster than Windows 10 devices.[12]
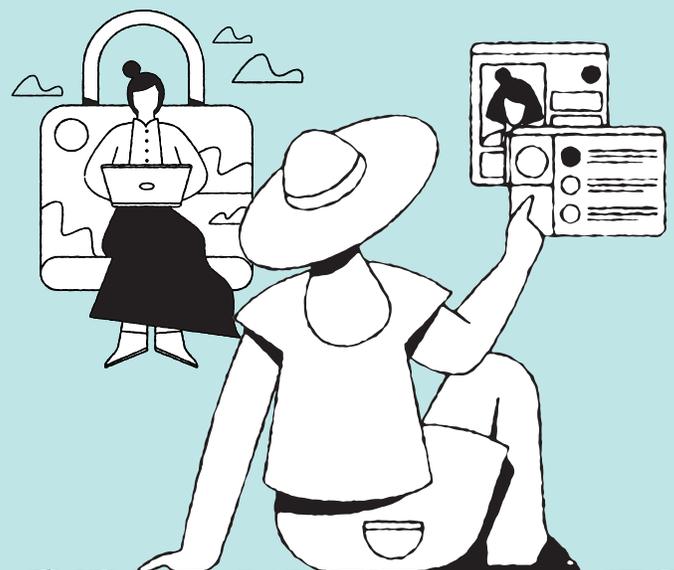
— CASE STUDY

synchrony™

Synchrony brought 6,000 employees home with Citrix and Chromebooks

At the start of the COVID-19 shutdown, Synchrony needed to rapidly transition its contact center workforce from offices in the U.S., India, and Philippines to remote work. Synchrony shipped out 6,000 new ChromeOS devices to its employees and provided access to its customer-service apps with Citrix DaaS.
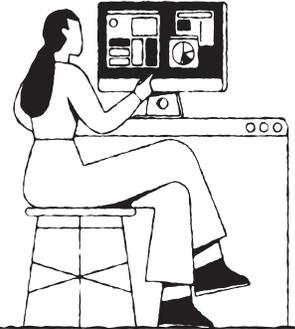
Key results and benefits:

- Less than one month to achieve remote work for its contact center
- Ability to control costs while maintaining data security and protecting employees
- Improved user experience
- Flexible management and scalable infrastructure

"Contact center employees logged into our custom Synchrony customer-service applications through Citrix DaaS. The combination of Chromebooks and Citrix DaaS provided our employees with the flexibility and security to access Synchrony business applications remotely."

— Gregory Simpson
Chief Technology Officer, Synchrony

"By 2024, cloud contact center agents will outnumber on-premises contact center agents."[13]

— CASE STUDY

Hackensack Meridian *Health*

Hackensack Meridian Health shifted 500 employees to remote work in two weeks

Hackensack Meridian wanted to give 500 contact center agents the ability to work from home. It also needed to protect its sensitive data to fulfill stringent security and compliance requirements.

The organization leveraged Citrix DaaS to provide access to legacy applications while giving agents the same experience they had at the office. Meanwhile, Google Workspace enabled collaboration, videoconferencing and productivity tools, and centralized management of ChromeOS devices helped IT conserve time and resources.
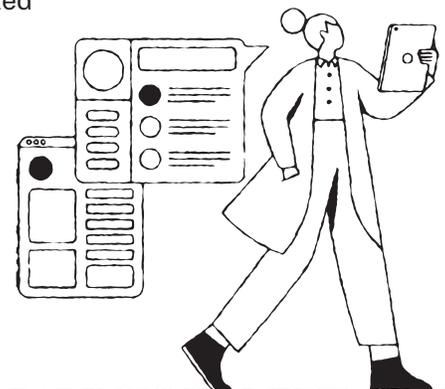
Key results and benefits:

- Remote work capabilities for 500 employees in two weeks
- Reliable security for sensitive data
- Improved productivity and user experience
- Easy endpoint management

Citrix Ready validated solutions
Deploy third-party products and solutions rapidly and confidently

Citrix and Chrome have partnered to integrate, test, and validate applications and hardware preferred by contact centers to ensure they can be integrated with Citrix DaaS solutions and ChromeOS devices. This ecosystem of **Chrome Enterprise Recommended** and **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 ChromeOS, IT can rapidly deploy a validated end-to-end software and hardware solution that delivers the best experience for agents. Citrix and Chrome 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.

"We had 10,000 contact center agents that we needed to pivot to remote work – and security was very much top of mind. We designed a contact center worker kit running Citrix [DaaS] on ChromeOS with Jabra headsets. In just two weeks, we had 4,500 of those agents working remotely, keeping our commitments to customers as well as our workers."

— Joseph Preciado
Senior Director, Enterprise Technology Services, Asurion

Citrix DaaS and ChromeOS provide a complete technology solution for contact centers

Citrix and ChromeOS are trusted partners that understand contact centers' unique needs and have expertise in solving remote work challenges. Together, they can help you centralize your operations in the cloud to seamlessly support a distributed workforce with minimal risk. By providing a complete solution stack that features instant scalability, zero touch device enrollment, intuitive access to resources, multi-layered security, and optimized IT management, Citrix and ChromeOS empowers contact center leaders and teams to reimagine the way they work.
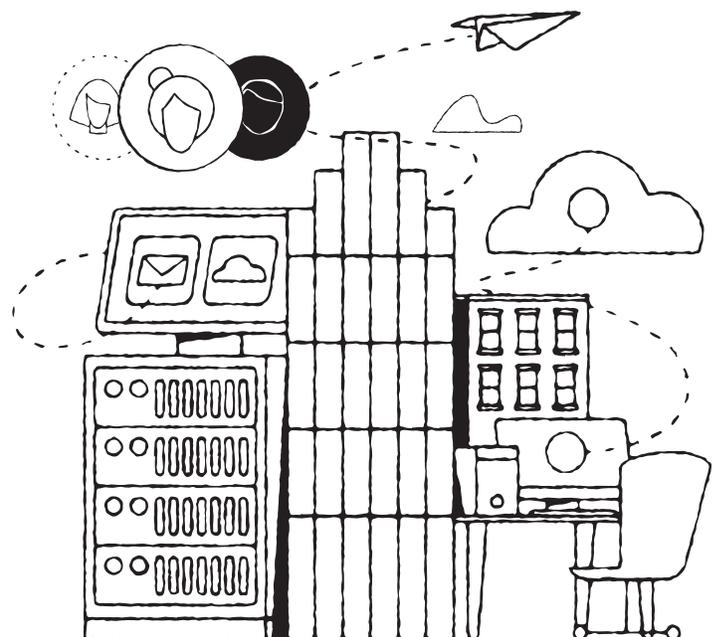
‣ Learn more at citrix.com/Google

1]   2021 Deloitte Global Contact Center Survey.
2]   Deloitte, ibid.
3]   Ransomware trends, statistics and facts in 2021, article, TechTarget.
4]   NASDAQ, Ransomware Is the Greatest Business Threat in 2022.
5]   Free your business from ransomware with ChromeOS, Google webpage, undated.
6]   Customer care: the future talent factory, McKinsey, June 22, 2020.
7]   Accelerating Device Lifecycle Management, ESG, 2020.
8]   ESG, ibid.
9]   Deloitte, ibid.
10] ESG, ibid.
11] Citrix estimate.
12] ESG, ibid.
13] Gartner, Overcome the Top 3 Challenges to Setting Up Contact Center Agents for Remote Working.

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