



Keep Contact Center Agents Productive and Secure

Citrix and Chrome OS transform call center operations to support distributed agents



Contact centers are at a critical juncture

Recent disruptions caused by the pandemic clearly showed that the vast majority of contact centers aren't flexible enough to handle highly unpredictable global events. With business slowly returning to normal, contact centers now have some important decisions to make. Moving forward, will they simply modify what they were doing before COVID-19? Or will they transition to a new model of working that's more resilient, flexible, and efficient?

Contact centers that want to capitalize on this inflection point will need to embrace decentralized operations and a distributed workforce. Adopting the right cloud-based technology to support their next evolution will ensure they thrive and position themselves for whatever circumstances may come next.

Future-proof your contact center with Citrix and Chrome OS

Citrix and Chrome OS deliver a cloud-based, unified workspace on secured devices to empower contact center teams with the tools and technology they need to succeed. Combining **Citrix Workspace, Chrome OS, Google Workspace, and Google Cloud**, this solution enables organizations to deliver apps, data, and even desktops to agents working from anywhere without ever compromising on security or experience.

Together, Citrix and Chrome OS offer streamlined user experiences, advanced security with built-in protection at the endpoint and in the cloud, tested and validated integration with third-party software and peripherals, and the ability to support any workload, from SaaS to legacy enterprise apps.

“By 2024, 30% of organizations will have moved their contact centers' operations off-premises, with a 60% jump in remote-working full-time agents.”¹

How Citrix and Chrome OS transform contact center operations

Citrix and Chrome OS help you create an efficient, distributed network of agents that can deliver excellent customer service from anywhere in the world.

Cloud scalability and zero-touch onboarding *Be flexible enough to tackle whatever the future holds*

Whether it's a pandemic, a power outage, or a severe weather event, business disruptions have a major impact on the bottom line. Network outages can easily cost \$20,000 per hour, and when half of a contact center goes down, organizations can lose an average of \$3.6M a day.

Citrix, Chrome OS, and Google Cloud make it easy for contact center operations to scale on demand and respond to disruptions at a moment's notice. By running Citrix workloads on Google Cloud, you gain infinite capacity and a simple, economical solution to computing resource requirements. And with zero touch enrollment, new agents can be brought on board without onsite IT involvement. Chrome OS devices are shipped out to new agents with the Citrix Workspace app already installed. Agents simply turn on their device, connect to the internet, log into the Citrix Workspace app, and get to work.

Citrix Endpoint Management can be used to fully manage thousands of devices remotely. Management actions can be pushed to devices within minutes and include delivering enterprise apps, updating security policies, and remotely wiping devices.

Responsive, high-performance systems and devices

Enhance the customer experience to boost satisfaction

As the first interface for your customers, your agents need to be able to clearly communicate and quickly access information to help customers in a timely manner. Disruptions to call quality or slow application performance can increase call length and reduce your customer satisfaction scores.

Citrix and Chrome OS devices provide agents with streamlined access to the resources they need to deliver first-rate customer service and make a lasting good impression. Citrix Workspace provides a simplified interface for accessing CRM and ticket queue management apps to ensure agents have instant, secure access to the customer information they need to deliver high quality customer service. Citrix Workspace also provides agents and supervisors with centralized access to the same data and applications, which makes call collaboration and escalation easier. At the same time, **Chrome OS** speeds up device performance to eliminate slowdowns and crashes so that customers are never kept waiting. Wherever agents are located, Citrix SD-WAN provides secure and reliable connectivity over the internet. SD-WAN prevents dropped calls as well as optimizing video and application performance ensuring agents stay productive.

Advanced, multi-layer security

Protect your customers' data and defend against ransomware

In a world where agents are working from home, data breaches pose a significant threat. Last year, ransomware attacks increased by 150 percent, with one security firm estimating there were upwards of 65,000 successful attacks in 2020. (Source: Recorded Future)

With Citrix and Chrome OS, you can be confident that data and devices are always safe from threats. Nothing is stored on user devices, including customer PII. Instead, all applications and data are stored in **Google Cloud** and securely accessed using **Citrix Workspace. Chrome OS Devices** are virtually immune to ransomware and malware attacks, providing robust cyberthreat protection with a read-only OS, full encryption, and automated updates for the latest security intelligence. **Citrix Secure Internet Access (SIA)** adds a complementary layer of cloud-delivered security that protects internet and SaaS access to and from Chrome OS devices.

If a device is ever lost, damaged, or stolen, an IT admin only needs to wipe the device remotely and ship out a new one. The agent simply picks up where they left off without transferring any files or data, or relying on IT for setup.

An intuitive, consumer-grade user experience

Simplify day-to-day tasks to reduce agent turnover

Agent turnover at contact centers can be as high as 60 percent annually. Meanwhile, contact centers are expanding their training programs to equip agents with skills for increasingly complex tasks. Longer training means high churn rates are more expensive.

Help your agents succeed by providing an intuitive user experience, advanced productivity tools, and high-performance devices with Citrix and Chrome OS.

Citrix Workspace with **Citrix Virtual Apps and Desktops** help you quickly onboard new remote hires and deliver streamlined, real-time training. Built-in productivity tools like **Citrix microapps** automate workflows, reduce the effort to complete common tasks, and drive engagement by keeping agents connected.

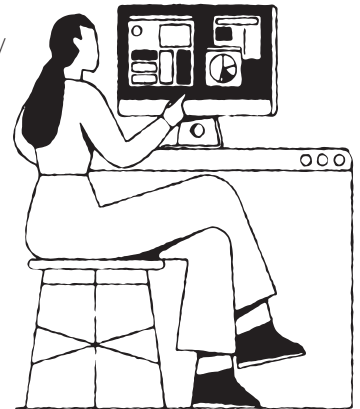
Plus, devices running Chrome OS boot in a matter of seconds so agents can avoid work device-related disruptions and frustrations. **Chrome Enterprise Recommended** pre-screens third-party productivity apps to ensure they're optimized for Chrome OS, ensuring they're easy for agents and businesses to adopt.

—CASE STUDY



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 Chromebooks to its employees and provided access to its customer-service apps with Citrix Workspace.



Key results and benefits:

- Less than one month to achieve remote work for its U.S.-based 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. The combination of Chromebooks and Citrix 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.”²

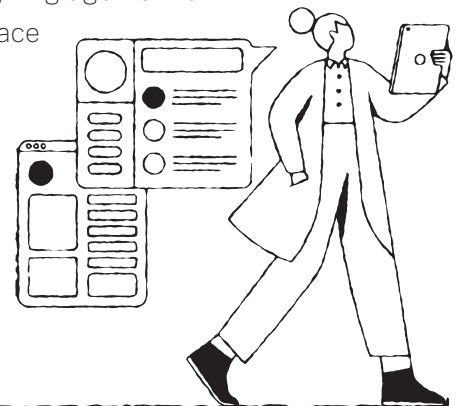
—CASE STUDY



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 to provide access to legacy applications while giving agents the same experience they have at the office. Meanwhile, Chrome and Google Workspace enabled collaboration, videoconferencing, and productivity tools. Centralized management for Chromebooks 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

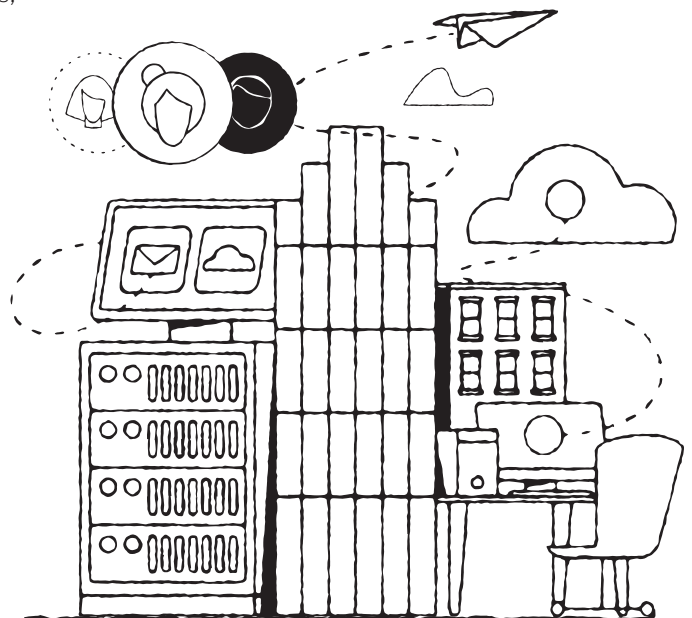
Citrix and Google have partnered to integrate, test and validate applications and hardware preferred by contact centers to ensure they can be integrated with Chrome OS, Citrix Workspace, Citrix Cloud services, and Citrix Workspace app. This ecosystem of **Citrix Ready validated solutions** includes applications 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.

“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 Workspace on Chrome OS 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 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 Chromebooks.



Why Citrix and Chrome OS

Reimagine your contact center, reinvent your customer experience

Citrix and Chrome OS are trusted partners that understand contact centers' unique needs and have expertise in solving remote work challenges. Together, they can help you decentralize your operations and seamlessly support a distributed workforce with minimal risk. By providing a complete solution stack that features elastic cloud scalability, zero touch device enrollment, intuitive access to resources, multi-layer security, and easy IT management, Citrix and Chrome OS empower contact centers to reimagine the way they work.

Put one of the industry's most powerful partnerships to work for your contact center today.

► Learn more: Citrix.com/Google

1. Gartner: Overcome the Top 3 Challenges to Setting Up Contact Center Agents for Remote Working, Published 26 February 2021
2. Gartner: Overcome the Top 3 Challenges to Setting Up Contact Center Agents for Remote Working, Published 26 February 2021



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