chrome enterprise

Power Your Frontline Workforce With the Cloud

Increasing the productivity and job satisfaction of an essential segment of your workers
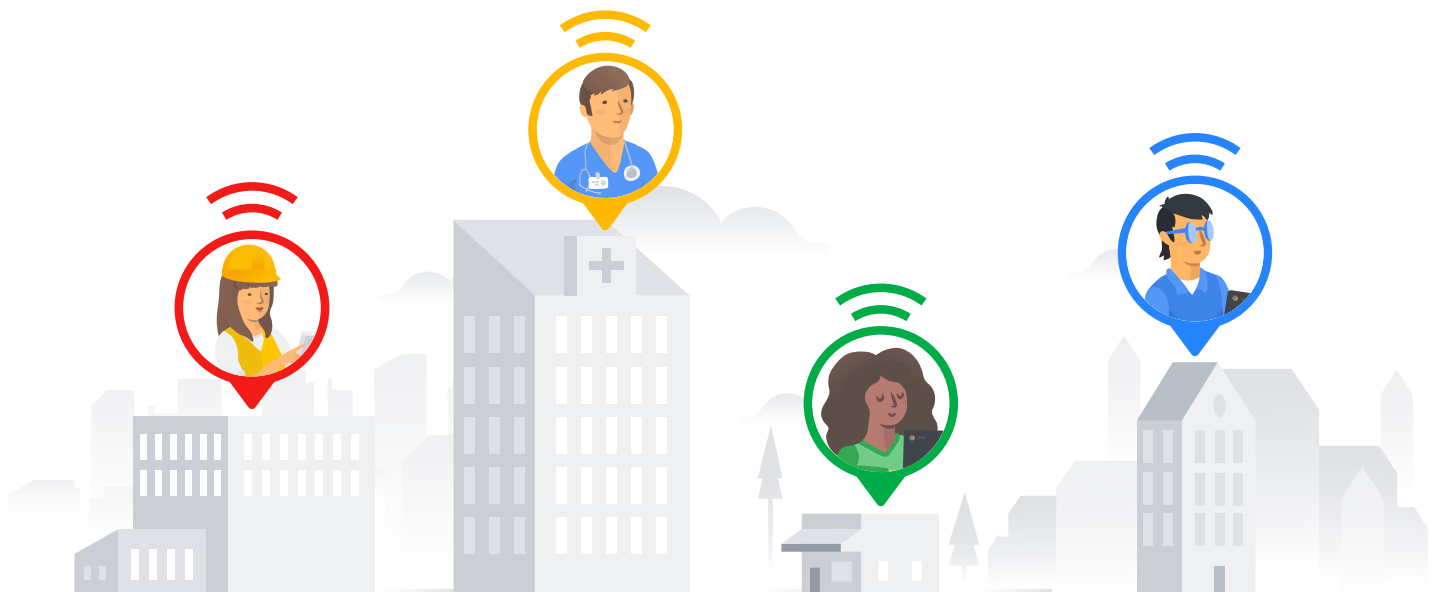
April 2019

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Introduction –
The age of the cloud worker

Cloud transformation's impact on the workplace

With widespread adoption of software-as-a-service (SaaS) and the rise in mobile devices, the workplace has evolved – and so has the workforce. Accustomed to using cloud technology in their personal lives to communicate and search for information, modern employees also want to be untethered from traditional software and desktop computers at work.

Cloud-connected applications have greatly impacted the way today's workforce collaborates, accesses information, and completes tasks. Enterprises are benefiting from the increased productivity and collaboration that result.

**It's no longer about where you work.
It's about how you work.**

Freed from legacy limitations, these employees work on laptops, tablets, and mobile phones. They finish wow-inducing presentations on the subway on their way home from work. They flesh out a product idea that woke them in the middle of the night from the comfort of their home. They collaborate with team members across the globe, sharing inside jokes and digging into projects as if all that separated them were a few desks.

These people are cloud workers. They value the speed, convenience, collaboration, fluidity, and security of cloud. In 2018, **1 in 4 information workers were cloud workers,**[1] and by 2020, that number could grow to 48% of information workers (sometimes called knowledge workers).[2]

Cloud workers use cloud apps daily and spend three or more hours every workday using a web browser.[3]

1. "Rethinking Technology in the Age of the Cloud Worker," a commissioned study conducted by Forrester Consulting on behalf of Google, 2018.
2. Google Cloud, "Redesigning computing for cloud workers and the digital workplace," 2018.
3. "Rethinking Technology in the Age of the Cloud Worker," a commissioned study conducted by Forrester Consulting on behalf of Google, 2018.

Opportunity missed – the frontline workforce

While nearly 60% of North American enterprises rely on public cloud platforms, five times the percentage that did just five years ago,[5] information workers have attracted most of the enterprise's focus – and the job-transforming cloud tools.

As a result, most of today's cloud workers are information workers. Unfortunately, many organizations may have inadvertently left behind a large group of employees who could benefit tremendously from the cloud – frontline workers.

Frontline workers form the backbone of your company. They're often the first people customers connect with, or the people who build the products that end up in customers' hands. Frontline workers are your first impression on the customer, and first impressions are often lasting ones. The first impression a frontline worker gives of the organization can permanently alter a customer's view of it, for better or worse.

In this whitepaper, we'll explore this all-important employee who has been largely absent from the cloud conversation. We'll define what a frontline worker is, explore the huge value offered by these workers, delve into the unique challenges of introducing cloud to your frontline workforce, and offer technology strategies from leading enterprises for improving the way frontline workers do their jobs using cloud tools and cloud-native devices.

89% of companies expect to compete primarily on the basis of the customer experience.[4]
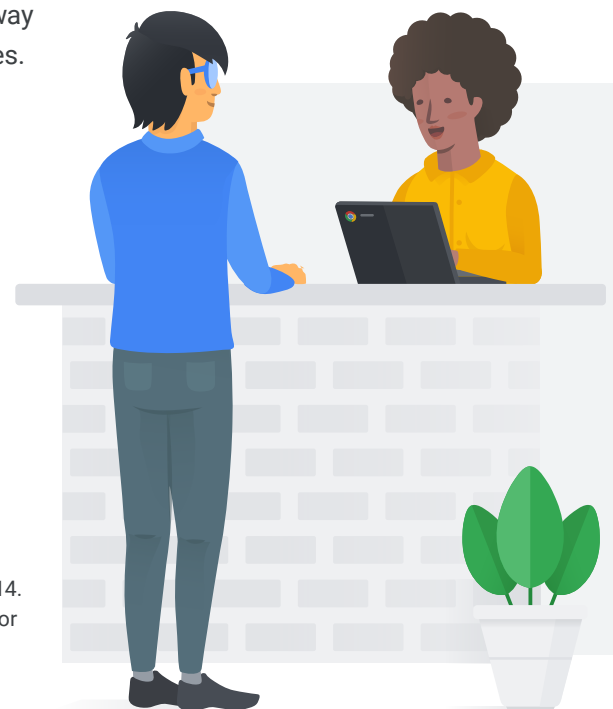
4.   Gartner, "Gartner Surveys Confirm Customer Experience Is the New Battlefield," 2014.
5.   Forrester, "Predictions 2019: Cloud Computing Comes Of Age As The Foundation For Enterprise Digital Transformation," 2018.

Five key takeaways

1) Your frontline workers should be part of your cloud conversation

They're the backbone of any organization, and make up a significant proportion of the 80% deskless workforce.[6] They deserve access to the same cloud collaboration and productivity tools that have already improved the day-to-day work and productivity of information workers.

2) Frontline workers are customer experience ambassadors

Customers who have the best experiences spend 140% more.[7] Frontline workers often give customers their first impression of your company. Those first impressions can become lasting ones. Make sure the impression of your company is a great one.[9]

4x

Companies that invest in employee experience are **4x** as profitable.

– Harvard Business Review study[8]

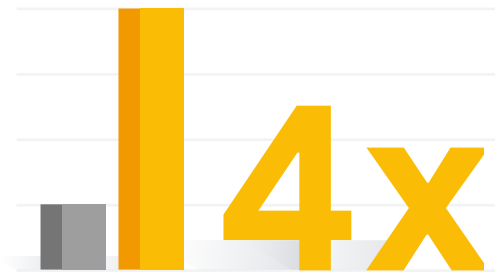## 3) Cloud-empowering your frontline workforce offers many benefits

It's no longer a luxury but a necessity to welcome your frontline workers to the cloud, the way many organizations have with information workers. Benefits include: better employee experiences; greater customer experiences; stronger security; higher value; and enhanced business intelligence.

4) Many frontline workers are ready and willing to adopt cloud

People use cloud tools routinely in their personal lives and want to use them at work too. Fifty-three percent of frontline workers are using unapproved cloud messaging apps for work-related reasons but 68% said they'd stop if given approved internal communication tools.[10] Meet them where they are.

5) Chrome Enterprise supports your frontline workforce

Google Chrome Enterprise was made for a cloud-first workforce. With benefits like fast deployment, company agility, built-in security, ease of use, and a strong multi-user experience, Chrome Enterprise ensures that IT and frontline workers alike can work better in the cloud.

6.   Emergence, "The Rise of the Deskless Workforce," 2018.
7.   HBR, "The Value of Customer Experience, Quantified," 2014.
8.   Harvard Business Review, "Why the Millions We Spend on Employee Engagement Buy Us So Little," March 10, 2017.
9.   HBR, "The Value of Customer Experience, Quantified," 2014.
10.   Cision PR Newswire, "Frontline Workers Frequently Turn to Unapproved Messaging Apps for Work-Related Communications, Unbeknownst to HR," 2019.

What's a frontline worker?

Frontline workers are vitally important in companies both big and small. They use a wealth of knowledge – both institutional knowledge of the company and firsthand customer insights – to provide essential services.

Because those services are sometimes routine, frontline workers may unfortunately be overlooked during cloud discussions. Don't leave them behind.

These workers include: nurses, retail associates, factory line workers, customer service representatives, firefighters, call center teams, sales road warriors, support technicians, and front desk/registration staff.

Frontline workers make up a massive segment of the workforce. Frontline workers are the people behind the counter who offer a warm smile when you check in at the auto repair shop or a hotel. They installed the components in your phone as it moved down a conveyor belt in a factory. And they're the people who triage you at the hospital to ensure you get the best care possible.

Did you know that 80% of the global workforce is deskless?
That's 2.7 billion people around the world.[11]

The value frontline workers provide is immeasurable, and their effectiveness can seriously impact an enterprise's revenues. Highly engaged frontline employees add tremendous value to their organizations.

Let's dive into the reasons why frontline workers deserve to be kept front of mind during your cloud technology conversations.

Most of these deskless employees work in eight major industries:

- Healthcare
- Retail
- Hospitality
- Manufacturing
- Education
- Transportation
- Construction
- Agriculture

11.   Emergence, "The Rise of the Deskless Workforce," 2018.

Reasons to focus attention and resources on your frontline workforce

Large numbers, huge potential

Boosting employee productivity is one of the biggest strategies for decreasing costs and increasing revenues for any organization. Frontline workers are such an enormous percentage of the total global workforce that the potential productivity benefits are enormous too.

IT decision-makers at successful companies are starting to explore ways to maximize the productivity of their frontline workforce. Eighty-two percent of IT buyers said they planned to increase spending on deskless technology in 2019, and 33% said their top reason was productivity, with employee happiness landing in second place (23%) on the list.[12]

Employee happiness and employee productivity are undeniably intertwined. The debate has evolved from "Is the employee experience (EX) important?" to "What employee experience criteria matters most?"

Employees are energized the most from: empowerment (knowing what's most important with the latitude and support to do it); inspiration (believing in the company's core mission and values and having a voice); and enablement (having the technology and resources to get important work done).[13]

Frontline workers are customer experience ambassadors

In retail, hospitality, and other industries, making a positive first impression – and delivering great customer experiences ever after – can result in glowing online reviews, customers who gush about your business to friends and family, and repeat business from loyal customers.

Consider this statistic: Customers who have the best experiences spend 140% more compared to those who had the poorest experiences.[14]

Engaged frontline workers improve the customer experience. Based in Santa Ana, California, MedXM[15] develops preventative care technology to improve the quality of care for all health plan clients.

The company switched their frontline workforce, including healthcare workers and remote employees, from Windows to Chrome Enterprise.
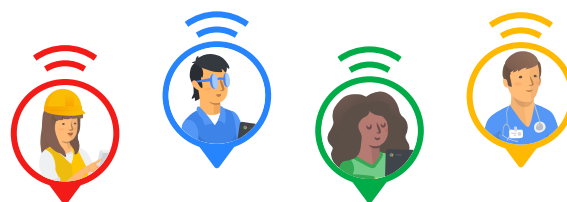
"Because Google makes us more efficient, employees have more time to spend caring for patients," said Sy Zahedi, CEO of MedXM. "With more time tending to patients' needs, we can fulfill our company mission: preventative healthcare, education and early detection. Now that's good medicine."

12.   Emergence, "The Rise of the Deskless Workforce," 2018.
13.   Forrester, "Introducing Forrester's Employee Experience Index," 2019.
14.   HBR, "The Value of Customer Experience, Quantified," 2014.
15.   Google Cloud, "MedXM provides person-to-person healthcare and preventative education with Chrome Enterprise".

Frontline workers sway customer decisions

Organizations spend a lot of money on marketing and sales to impact customers' spending habits and encourage them to make healthier or safer life choices. Frontline workers are in the best position to do just that.

In fact, 73 percent of consumers say customer service drives their purchase decisions, and 65 percent find great customer service more influential than great advertising.[16]

Frontline workers in brick-and-mortar shops, for instance, can influence customers' purchases with everything from their warm greeting as customers enter the store to the speed with which they locate an item to their willingness to suggest additional items that could benefit the customer.

They're knowledge keepers

Frontline workers possess immense amounts of knowledge. While their institutional knowledge of the company, its products, and its processes is significant, their understanding of the company's customers is arguably the most valuable to the organization and to its bottom line. Customer-facing frontline workers witness whether policies, pricing, and products developed at the corporate office resonate with customers.

Many of your frontline workers are interacting daily with the people you spend significant resources to woo — prospective customers — or keep happy — existing customers. How much more effective would you be if you captured insights from them immediately?

Capturing customers' opinions in the moment is the best time to collect honest feedback and curtail negative feelings from growing. That's because of something called the peak-end rule. According to this rule, a customer's memory of an experience boils down to how they felt at the peak moment and the final moment of an interaction.[17]

16.   PWC, "Experience is everything: Here's how to get it right," 2018.
17.   CustomerThink, "Why You Need to Capture Customer Feedback in Real-Time," 2018.

They're primed for cloud technology

The reasons why frontline workers hold such promise for productivity gains in the cloud are some of the same reasons why user adoption is significantly faster with this group. Frontline workers are ready – even eager – for cloud technology tools that help them access information and connect with colleagues from wherever they are, whether on the factory floor, in the corner of a shop, or in an exam room.

If not given company-approved cloud tools, frontline workers may risk company and data security and regulatory compliance to use their own. Fifty-three percent of frontline workers use messaging apps such as WhatsApp and Facebook Messenger up to six times a day for work-related reasons, but 68% of them said they'd stop if given approved internal communication tools.[18]

Frontline workers could be among the easiest employees to move successfully to cloud because there are fewer legacy barriers to adoption. It's critical to identify these frontline workers and give them the technology to do their jobs more effectively.

18. Cision PR Newswire, "Frontline Workers Frequently Turn to Unapproved Messaging Apps for Work-Related Communications, Unbeknownst to HR," 2019.

Biggest challenges of bringing cloud to the frontline workforce

Welcoming the frontline workforce into the cloud conversation is core to business success. But managing these workers effectively and bringing them into technology transformation efforts present a number of challenges for IT and business decision-makers.

Security concerns

Security continues to be one of the biggest IT challenges. In fact, half of ITDMs listed cybersecurity as their biggest challenge, and 68% considered device, application and malware security a "very important" consideration when purchasing company devices, followed by connectivity (64%) and value for money (58%).[19]

With 98% of the Fortune 500 affected by malware in 2017, security will remain a hurdle. Organizations demand that their technology investments offer absolute security. Spend on cybersecurity could slow innovation.

19. CCS Insight, "Redesigning Computing for the Cloud Worker and Digital Workplace," 2018.

Tight IT budgets

Even ITDMs and BDMs who recognize the huge value in providing their frontline workforce with updated technology can encounter roadblocks. Budgets are being squeezed and IT is being asked to do more with less, with 85% of resources spent "keeping the lights on."

ITDMs face tough choices. Challenged by limited IT budgets, ITDMs typically focus cloud resources on information workers. According to Google research, when asked whether the tools and their ways of working had changed in the past five years, 70% of information workers said they had vs. just 50% of frontline workers.

Those workers who reported a change spoke favorably of the ability to work anytime and anywhere, more cloud-based platforms, and increased use of mobile/smartphones, apps and laptops over desktops.

* "More access to information on all devices and ability to work from different locations." ~ Frontline worker

* "Using more cloud-based applications, allowing for a more collaborative environment." ~ Frontline worker, enterprise

* "The amount that can be done on a smartphone." ~ Frontline worker

Unfortunately, budget tightening comes at a time when IT departments drastically need to replace legacy systems with new technology – an estimated 300 million PCs still in use are more than 4 years old and IT managers often administer them with dated management tools.[20]
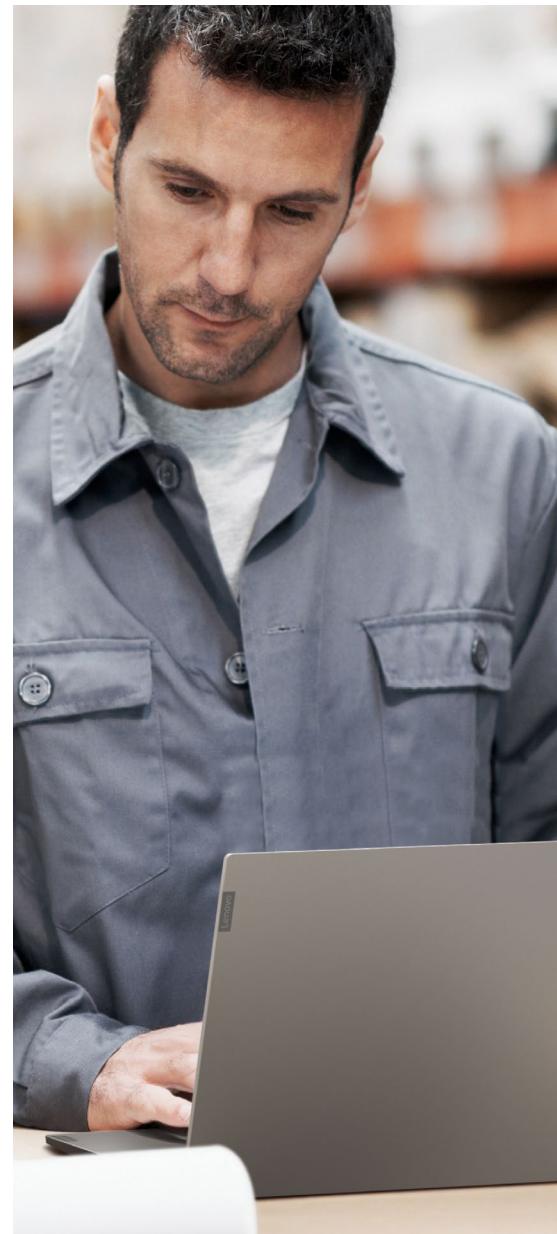
20.   CCS Insight, "Redesigning Computing for the Cloud Worker and Digital Workplace," 2018.

Repercussions of not investing in your frontline workforce

Not enough information to do the job

Executives agree that empowering the frontline workforce with the tools and platforms it needs has a direct impact on customer satisfaction, business growth, and employee job satisfaction. Senior-level managers and executives consider their frontline workforce to be "a linchpin of organizational success."[21]

However, frontline workers all too often feel overlooked and undervalued by their organizations because tight IT budgets mean minimal technology investments in the frontline. These are investments that could make frontline workers feel more connected to the corporate office.

Eighty-four percent of respondents to a survey of 1,000 deskless workers in the US said they don't get enough information from top management. While frontline workers may lack the cloud-native tools needed to succeed, the responsibility placed on them is increasing, according to Peter Cappelli, George W. Taylor professor of management and director of the Center for Human Resources at the Wharton School of the University of Pennsylvania.[22]

"Spans of control are bigger – each manager supervises a lot more people – and we also expect those frontline workers to do more, to be more responsive to customers, to cross-sell, to solve problems," Cappelli said. "These managers have to make that happen and monitor to make sure it continues."

Disengagement and turnover

It's estimated that actively disengaged employees cost the US $483 billion to $605 billion each year in lost productivity.[23] Across roles, the motivation of the frontline workers ranked in the bottom three.[24]

With unemployment at record lows, competition is fierce to attract the most skilled employees and keep them happy once they're hired. High turnover can stall plans, destroy team morale, frustrate HR team members, and scare off investors. It's also costly because of the expense of finding and training a replacement and the lost productivity as the new hire gets up to speed.

Unfortunately, the number of people quitting their jobs to work somewhere else is predicted to increase by 2020 to one in three employees, rising from 28.6% in 2018 to 33% in 2020.[25]

21.   HBR, "Frontline Managers: Are They Given the Leadership Tools to Succeed?," 2014.
22.   HBR, "Frontline Managers: Are They Given the Leadership Tools to Succeed?," 2014.
23.   Gallup, "State of the American Workplace Report," 2014.
24.   HBR, "How to Motivate Frontline Employees," 2018.
25.   Work Institute, "Retention Report," 2018.

Strategies to support frontline workers

The significant benefits of extending cloud technology to the frontline workers developing products and interacting with customers everyday make it critically important to surmount the challenges.

Increasingly, frontline workers are encountering a frustrating disconnect between the ease of cloud technology they use in their off-work hours and the limitations of the paper-based approach they use at work. And that's only going to increase.

A cloud-powered frontline workforce is not a luxury. If your frontline workforce isn't in the cloud already, it's a serious missed opportunity. Some of those who have moved their frontline workforce to the cloud are already seeing the benefits.

Global manufacturer makes information more accessible

Sanmina Corporation, a global manufacturing and supply chain company, manufactures a variety of products, including intensive care unit (ICU) monitors, out of 75 factories. In the 1990s, the company relied on paper-based manufacturing processes but has transformed to a cloud-based system.[26]

Document control and secure access to up-to-date product specifications for frontline workers on the factory floor is important, especially since we're talking 75 factory floors around the world.

"Chrome [Enterprise] is empowering everybody to be a cloud worker," said Carl Duckett, former VP and plant manager of Huntsville Operations at Sanmina. "With the help of Chrome OS, we're a lot more efficient and a lot more secure than we were before. When you see the products we build, they really do change people's lives."

Cloud-native solutions for communication and collaboration, and the right endpoints to access these tools, can address many of the challenges faced by frontline workers and demonstrate that their organizations respect the collaborative, mobile ways people work today. Technology must operate at the speed of these tech-savvy workers, rather than slowing them down.

26.   Google Cloud, "Sanmina rolls out Google Chrome Enterprise," 2018.

Benefits of cloud-powering your frontline workforce include:

- **Better employee experience:** Instant access to company communications, collaboration tools, and training documents keeps employees looped in and increases their engagement and loyalty to the company.

- **Greater customer experience:** Customer insights and data, driven by the rise in ML-powered applications, drive more personalized customer experiences and strengthen company-customer relationships.

- **Stronger security:** Multi-layered and proactive protection meets company policy requirements, ensures compliance, and protects critical assets. Cloud is safer than paper and brings welcome peace of mind.

- **Higher value:** Cloud technology provides cost-effective management of frontline workers. It also increases the productivity of the frontline workforce, boosting the company's revenues.

How Chrome Enterprise can help your frontline workforce

Free your frontline workforce from the limited computing power of traditional laptops and PCs. With its powerful operating system (OS), intuitive browser, and user-friendly devices, Chrome Enterprise provides the frontline workforce with instant, secure, and reliable access to online resources, authorized apps, and legacy software when needed.

With Chrome Enterprise, IT administrators can provide flexibility to their end users and rest easy knowing protections are built-in and centralized management mitigates end user vulnerabilities.

For the business

Secure by design

Comprehensive, built-in security makes it easy for IT administrators to provision, monitor, and protect all devices, deterring end users from falling hostage to harmful attacks, providing welcome confidence.

Easy to share and manage

Extensive management options with Chrome Enterprise Upgrade make it easy to manage and share devices, so you can get new employees or seasonal employees up and running quickly.

Smart investment

Chrome Enterprise increases productivity, decreases IT admin costs, reduces hardware and eliminates licensing costs. Forrester's "Total Economic Impact of Shared Chrome OS Devices" discovered an ROI of 295% over three years.[27]
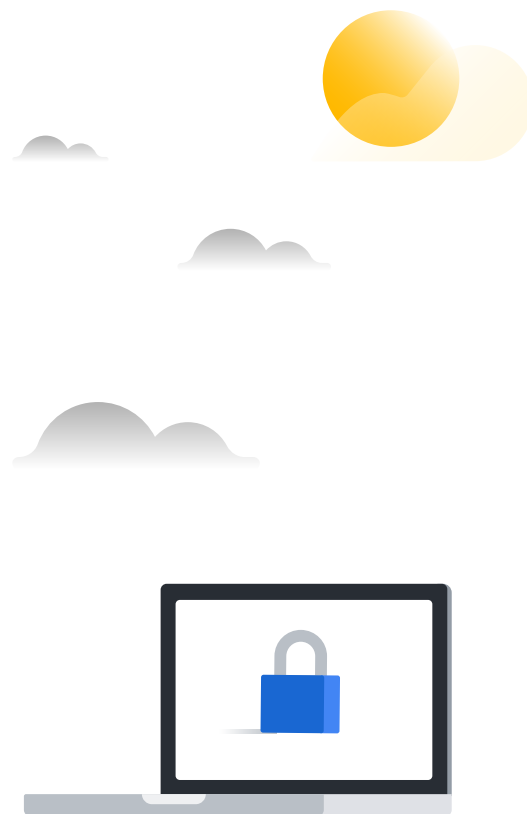
Fast setup
At Google, it takes a tech about 33 minutes to prepare a Chrome OS machine for a new end user vs. 2 hours and 21 minutes for a Windows device or 2 hours and 23 minutes for macOS.

"As the Senior Manager of Security Operations, knowing that I don't have to worry about these devices makes my life easier and my team's life easier. Peace of mind." **– Jamie Tomasello,** Duo Security

27. "The Total Economic Impact™ Of Shared Google Chrome OS Devices," a commissioned study conducted by Forrester Consulting on behalf of Google, September 2018.

For frontline workers

Access to information

Fast, secure access to information, training and communications, plus on-device machine learning (ML) to help users find information faster with suggested apps, autocomplete, and search across multiple sources.

Fast, familiar interface

The familiar Google interface makes it easy for workers to get up and running quickly. Software updates won't interrupt them. Background updates and fast boot times ensure your workforce isn't slowed down and keeps them connected.

Versatile form factors

Numerous form factors match a wide variety of use cases, ensuring that the device can meet the demands of the job. Form factors include laptops, tablets, and convertibles (2-1 laptop plus tablet), and feature price points for businesses small and large.

Grab and Go program

Give employees temporary access to a device with Grab and Go. The self-service Chromebook loaner program is perfect for frontline workers who only need a device for a short period of time, shift workers who share devices, and remote workers who travel between office locations. For details, read our whitepaper.

"One of the beautiful things about the Chrome OS is that people have the freedom to pick hardware that works best for the job with a consistent user experience."
 **– French Williams,** Royal Technologies
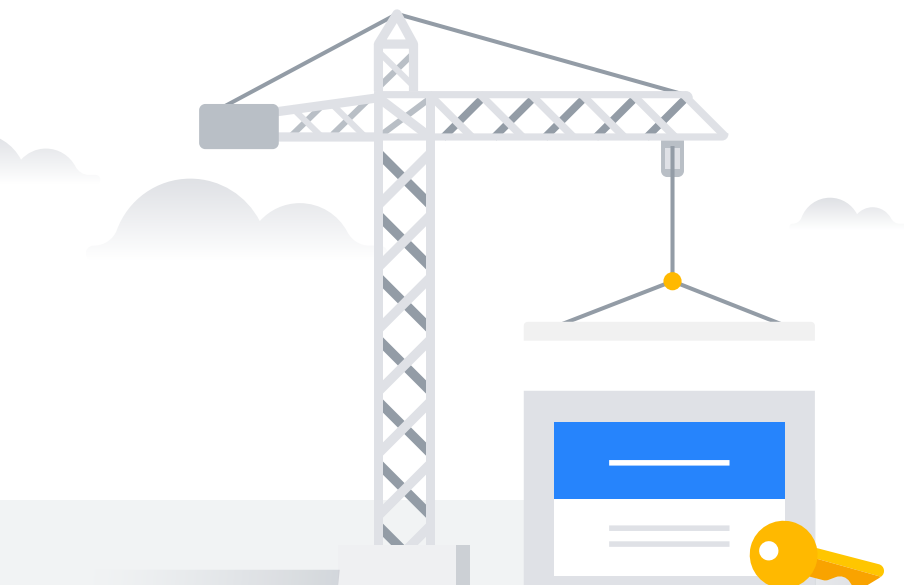
Veolia makes its frontline workforce more productive

Chrome Enterprise increases the productivity of frontline workers. Take those at Veolia, a global water, waste, and energy management company headquartered in Paris. IT teams at Veolia previously spent 80% of their time managing technology infrastructure. Security was also a big concern, given that the company's 170,000 employees used an array of systems.[28]

The company adopted Google Chrome Enterprise, Chromebooks, and G Suite, and rolled the new technology out to 3,000 employees, including frontline workers in the field. Among the benefits? Global teams can collaborate on documents without concerns about version control or software incompatibility.

Veolia is rolling out the technology to its 140,000 other employees.

"Although we've seen many benefits since we switched to G Suite and Chromebooks, the biggest is that our workforce has become truly connected," said Hervé Dumas, group chief technology officer, and Philippe Benoit, SATAWAD (secure, anytime, anywhere, any device) project director, of Veolia. "Today, water systems engineers in Ecuador can work with finance managers in Paris, even when they're separated by thousands of miles and several time zones."
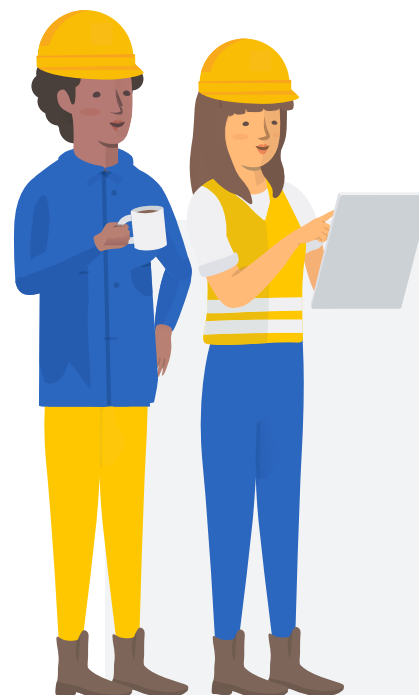
28. Chrome Enterprise, "How Veolia empowers its cloud workers
     to collaborate securely anytime, anywhere," 2018.

Frontline worker use cases

Field and mobile workers

Who:
Field workers whose jobs take them to remote sites and employees who are mobile in a single location. This includes healthcare practitioners, mobile techs, real estate agents, sales representatives, and warehouse workers.

Why:
Give them ready access to information in the field and the cloud tools to provide stellar customer service.

What:
Durable devices with LTE for those on the go; Grab and Go with Chrome Enterprise.

"What we're doing is bringing the emergency department to the patient, so our technology is critical," said Jim Santacroce, manager, EMS services at Middlesex Hospital. "We've had zero failures with the Chromebooks. When they open, they're on and they're ready to go."

Secure data access for paramedics

Paramedics for Middlesex Hospital in Middletown, Connecticut, respond to 10,000 emergency calls each year. They used to carry Panasonic Toughbooks on 911 calls but experienced reliability and security issues, unacceptable with patient safety and security at stake.[29]

Also, IT would have to take the laptops out of service to update software or add security patches. Now, paramedics – as well as doctors and nurses at the hospital – use Chromebooks.

Shared Chromebooks for workers with Grab and Go

Waymo, the self-driving technology company, needed to effectively manage the large pool of Chromebooks used by drivers and instructors. Managers needed device tracking and staff needed a frictionless system for checking their devices in and out. Waymo chose Grab and Go with Chrome Enterprise, a program designed by sister company Google to streamline management of device fleets of all sizes.[30]

"Managing our fleet of Chromebooks used to be a manual and arduous process," said Kyle Sulli, fleet dispatcher at Waymo. "With Grab and Go, we're able to keep track of our devices much easier – we can see at a glance who's borrowed a Chromebook, so we can reach out when they're overdue for return."

29.   Google Cloud, "Middlesex Hospital prioritizes patients with Chrome Enterprise," 2018.
30.   Chrome Enterprise, Grab and Go with Chrome Enterprise.

Front-of-house employees

Who:
Front-of-house employees who help customers, including hotel front desk agents, office administrators, bank tellers, sales associates, and government workers.

Why:
Offer speedy and flexible technology so these workers can deliver optimal customer service.

What:
Shared devices with access to cloud applications relevant to the job and approved chat applications.

"The more we use Chrome, the more ways we find it can help us accomplish our main mission: Give our guests the best rooms at the best price, and offer help whenever they need it."

– **Stephanie Martin,** B&B Hotels

Frontline workers help investment clients to help themselves

Sometimes the best customer service you can provide is to give customers the tools to take action themselves. Financial services company Charles Schwab bought 1,000 Chromebooks that behind-the-counter staff in 250 offices can hand to visitors to securely research products, receive investment suggestions (based on sophisticated computer algorithms), and open accounts.[31]

"Our clients trust us with their sensitive financial data and their money," said Ed Obuchowski, senior VP of Advisor Technology Solutions. "Security has to be our biggest priority. Chromebooks' rigorous security settings ensure our clients' data is safe. Chromebooks manage software updates automatically, so devices are always running the latest and most secure version."

Self-service stations save citizens long waits in line

At 130 Service NSW locations across New South Wales, Australia, people can now use self-service stations to request driver's licenses, order birth certificates, and perform 1,198 other types of transactions. The agency chose Chrome Enterprise for the self-service stations, which have benefited both employees and residents.[32]

"Once we purchased 800 Chromebase all-in-one desktop computers, we immediately found Chrome Enterprise reduced our costs, streamlined IT management and increased security," said Colin Jones, CTO, and Ben McMullen, CIO, of Service NSW. "Over a six-month period in 2015, we estimated that Chromebases required only 5 percent of the support hours we were spending on the Microsoft devices previously in use."

31.   Chrome Enterprise, "Charles Schwab uses Chromebooks to launch innovative, secure investment advisory service," 2016.
32.   Chrome Enterprise, "Service NSW empowers customers and reduces costs with Chrome Enterprise," 2018.

Contact center employees

Who:
Customer and client support, outsourced support, coders for insurance companies.

Why:
Improve employee access to information while lowering costs and decreasing complexity.

What:
Shared devices with access to softphone and customer service cloud applications and approved chat applications.

 "This way, our call center workers can better serve our clients – they have access to all the tools they need, like billing and imaging applications, as well as Google Drive records."
– Derek Georg, CMMS

Call center workers get tools to better serve clients

Corridor Mobile Medical Services (CMMS) provides mobile imaging and lab services to more than 300 medical facilities, such as nursing homes and clinics, in Texas and Oklahoma. After success introducing Chrome Enterprise to the company's information workers, CMMS added Dialpad, a cloud-based virtual phone system that integrates with Chrome, to benefit frontline workers in its client call center.[33]

"We're also adding in Salesforce – with Chromebooks to come in the future," said Derek Georg, chief systems officer for CMMS. "This way, our call center workers can better serve our clients – they have access to all the tools they need, like billing and imaging applications, as well as Google Drive records."

Insurance call center gains relief from bulky PCs

San Francisco-based Blend, which has a digital platform for the consumer lending industry, experienced success equipping its engineers with Chrome Enterprise. The ease of management and affordability of Chromebooks gave the company the idea to look beyond engineering to other employees who could benefit, including frontline workers in its call center.[34]

"Blend recently set up a new customer call center for our insurance subsidiary, and we aim to equip 50 agents with Chromebooks by the end of the year," said Jon Debonis, head of security at Blend. "Agents don't need bulky laptops loaded with software – they can use G Suite and other CRM applications to look up customer records."

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33. Chrome Enterprise, "How CMMS Imaging uses Chrome Enterprise to help employees provide compassionate care," 2018.
34. Chrome Enterprise, "Blend protects sensitive consumer financial data using Chromebooks and Chrome Enterprise Upgrade," 2018.

All frontline workers (for training and HR)

Who:
All frontline workers who require access to company training or need access to company information, such as compliance, HR documents, and business priorities.

Why:
Increase employee retention by investing in employees, and improve the customer experience.

What:
Stationary or loaner shared devices in the "back of the house" that shift workers can use as-needed for HR and training-related tasks.

## Chrome Enterprise makes it easier to share HR information

With Chrome Enterprise, Royal Technologies, an advanced plastics manufacturing company based in Hudsonville, Michigan, has given more employees access to critical information and applications without adding to the IT workload or straining budgets. The company initially placed Chrome devices on the manufacturing shop floor before offering shared devices to other employees.[35]

"We recently switched to a web-based HR system that employees use to manage benefits or request time off," said French Williams, IT manager at Royal Technologies. "We added Acer Chromebook 15 devices to several front desks, where employees sign in to the HR system. Job-seekers can use Chromebooks to fill out applications."

"Saving money is important, but to me, the user is what comes first."
 – **French Williams,** Royal Technologies
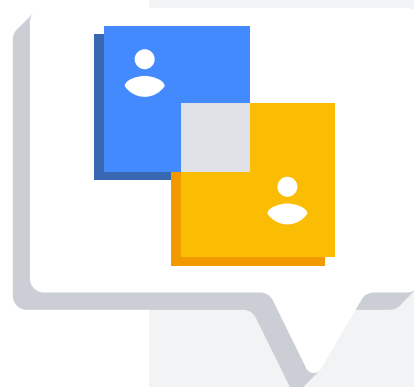
35.   Chrome Enterprise, "Royal Technologies gives its frontline manufacturing workers access to the cloud with Chrome Enterprise," 2019.

Better the future of your frontline workers

Frontline workers are an enormous and critical part of the workforce. These workers play a huge role in making products, interacting with customers, and ensuring the health of clients. You can help them in their all-important, behind-the-scenes and customer-facing roles and improve the business at the same time.

Increase their productivity, give them fast access to communications and collaboration tools, and offer them familiar cloud technology to use do their jobs. The result? Happier employees, more satisfied customers, and exciting opportunities for your organization.

Learn more about Chrome Enterprise on our website or by contacting sales.