



# How to Empower Financial Services Workers

Insight 

 chrome OS



## State of the financial workplace

Today's finance workers are plagued by technology frustrations that hinder productivity and negatively impact the customer experience. A Forrester study found "73% of front-line workers must either stop work or tell a customer to wait while they retrieve information on a daily, weekly or monthly basis." Today's modern workers deserve a more reliable solution.

Your financial services workers need to be productive. They don't have time to wait for technology to reboot or make important updates. And they need quick access to information to stay efficient. In addition, these workers want secure devices, open communication and self-service abilities.

### A new approach

Because most finance workers primarily use email, the company intranet and Office applications, cloud-based devices that embrace Virtual Desktop Infrastructure (VDI) offer a realistic alternative. Chromebooks and other Chrome OS devices are cloud-based solutions that not only benefit workers — but also deliver businesses cost savings on licenses, deployment, training and more.

# A solution for every financial services worker

Whether working in an information-focused area, a call center or a bank lobby as a teller, finance workers need secure, reliable access to information in order to work productively.

Equipping them with cloud-enabled Chrome OS devices satisfies that need. Cloud-based devices are automatically updated in the background, without users having to wait, so workers always have the highest level of security.

## Reaping the benefits

By enabling protected, readily available access to pertinent information, cloud devices improve worker productivity. This translates to better economics for businesses, since their employees are able to spend more time producing, and less time being hindered by technology.

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Information workers, such as financial analysts and marketing teams, gain the ability to work from anywhere. Bank tellers attain seamless access to business-critical information. Call center workers get dependable, safe access to confidential customer information.



## Client success story: Synchrony

When COVID-19 hit, many companies were forced to quickly shift to a cloud model to move workers to the safety of their homes. For financial services firm Synchrony, that also meant migrating its entire contact center to the cloud.

Because of the sensitive nature of financial information, Synchrony's front-line call center workers required secure access to customer data.

### **Adopting a cloud-first mentality**

Synchrony opted to equip its staff with Chromebook devices. The company's IT team, which also transitioned to working from home, employed the Google Admin console to set up 6,000 devices for the company in only three weeks.

Now, Synchrony workers log on to their Acer® Chromebooks and use Chrome OS and Citrix® VDI to securely access all the tools they need on a daily basis.

## Equip your front-line finance workers.

Customer-facing workers long to be free from technology issues that slow their day.

These employees want and need continuous productivity and simple, reliable means of communication. They also want to be able to do things on their own and not have to wait for the IT team to address a support ticket.

The reality today is that 41% of front-line finance workers are still bogged down with paper-based tasks that could be more efficiently managed on a computer or mobile device.<sup>1</sup>

A shift to cloud-native devices solves all of these issues — and saves workers time.



# Chrome OS empowers your business.

Chrome OS decreases dependency on legacy software to free your workers to be productive and keep customers engaged. And workers gladly embrace the cloud-based operating system that provides access to cloud apps through a browser or via supported virtualization solutions.

According to Forrester research, 86% of front-line workers are in favor of a browser-based approach to work — and for good reason.

## 4 key organizational benefits of Chrome OS

- Access to critical apps via browser or VDI
- Fast device deployment and remote management
- Built-in and proactive security
- A better employee experience

In addition, Chrome OS sets up your organization for future success by making it more flexible and less reliant on legacy applications.





## The right tools for the job

Your information workers deserve a better experience that makes them happy to get to work every day. Unhappy workers are quicker to jump ship in preference of a more satisfying job. In fact, employees who face device operating failure are 2x more likely to leave a company, according to Forrester research.<sup>1</sup>

Don't make your workers choose between working for you and a better opportunity. Give them the fulfilling opportunity they seek.

Embracing cloud-based devices and virtualization technology boosts worker productivity by reducing employee interruptions. A cloud-first strategy leveraging Chrome OS can help your business keep its intellectual property secure, enhance the customer experience and achieve cost savings.

Chrome OS empowers financial services workers with built-in security, and easy deployment and management. Get in touch with an Insight specialist to learn how we can transform your operations for the future.



# About Insight

Insight Enterprises Inc. empowers organizations of all sizes with Insight Intelligent Technology Solutions™ and services to maximize the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Center Transformation, Connected Workforce, and Supply Chain Optimization solutions and services, we help clients successfully manage their IT today while transforming for tomorrow.



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<sup>1</sup> Forrester. (May 2019). Empower Frontline Workers With Cloud Experiences.