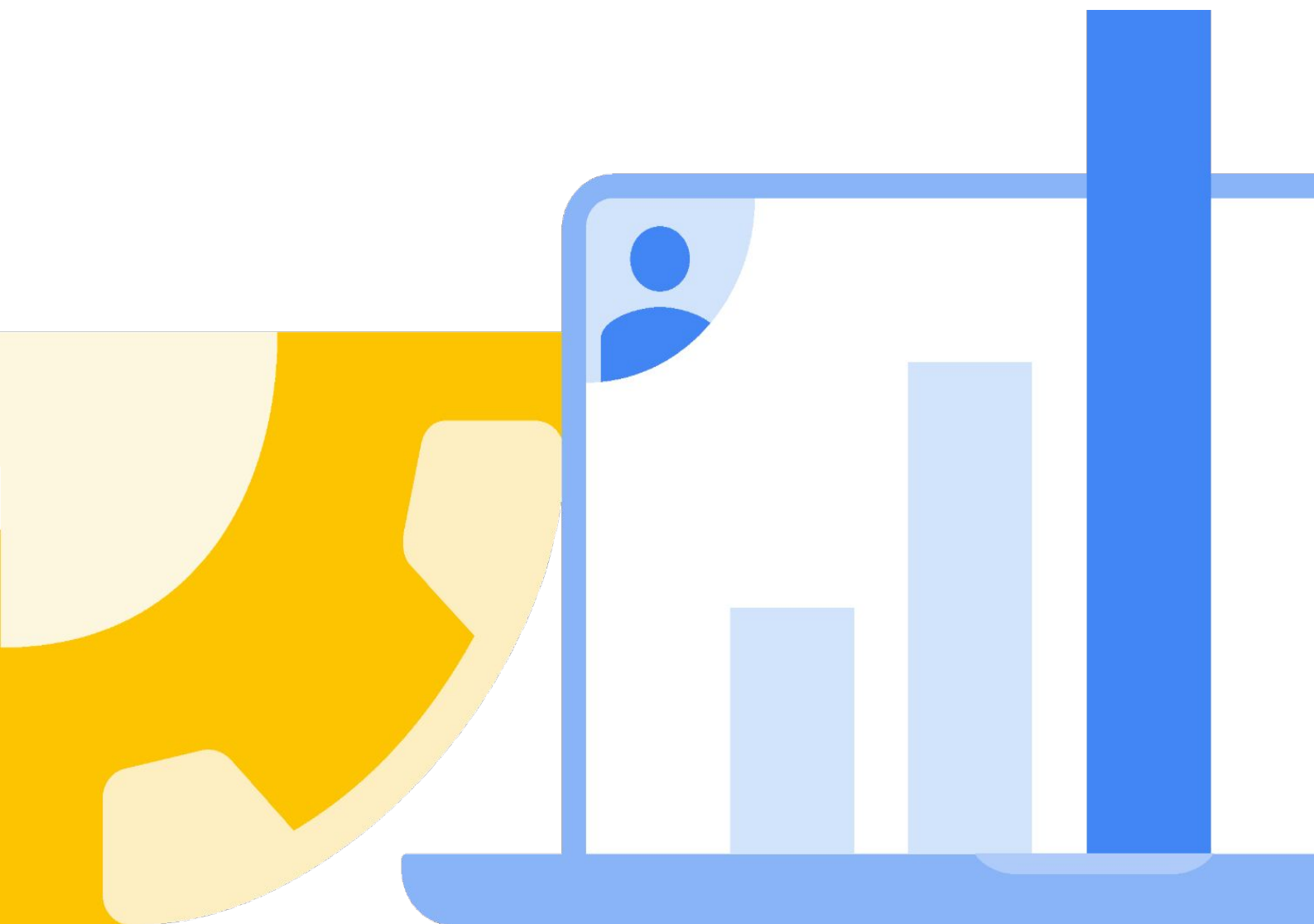




Contact Center Challenges and Trends





86%

of consumers say they would leave a brand after just two poor experiences.¹



Up to 80%

agent attrition rate since 2020.²



Contact center teams are the advocates of great customer experiences—and their role has never been more important.

Eighty-six percent of consumers say they would leave a brand after just two poor experiences, while around half say they have already left a brand in the past year for that reason.¹ All while agent attrition has jumped to almost 80% since 2020.²

With cloud adoption on the rise, and the work-from-anywhere workforce here to stay, it's time to rethink your contact center strategy.

¹[11 key things consumers expect from their brand experiences today: A closer look at the vital impact of CX on US and UK consumers in 2022. Emplifi. 2022.](#)

²[Reducing Ramp Time & Agent Attrition In Contact Centers. Cresta. 2022](#)



5 trends for contact centers

The path forward is hybrid and cloud-based

45%

of contact centers will adopt remote work by 2024.³

63%

of high-growth companies use a "productivity anywhere" hybrid work model.⁴

72%

of IT leaders are defaulting to cloud-based services when upgrading or purchasing new technical capabilities.⁵

75%

of IT leaders say hybrid work has accelerated their organization's use of the cloud.⁶

78%

of IT leaders using cloud-based computers say they offer better deployment, manageability, and end-user experiences than legacy PC devices.⁶



5 challenges for contact centers

A contact center will always be unique to your business, but here are the five challenges we're seeing across the industry

Too many apps resulting in a lack of productivity:

On average, 97% of contact center agents navigate multiple screens and applications within just one call.⁷

Disconnect between IT and contact center teams:

The disconnect between information technology and contact center teams are their biggest strategic error involving technology.

Hybrid-work poses new security challenges:

Thirteen percent of individuals are likely to fall for a phishing scam while working at home.⁸

A high volume of callbacks:

A staggering 60% of failed attempts for first call resolution are caused by the lack of the right data and resources at the call center.⁹

Lack of access to information:

When agents don't have the right information on a call, it can leave customers feeling frustrated and confused. This is often caused by the inability to access the information they need in one view.

³ IDC: FutureScape: Worldwide Future of Connectedness, doc #US474389212022 Predictions, 2022

⁴ 30 ESSENTIAL HYBRID WORK STATISTICS [2023]: THE FUTURE OF WORK, Zipia, 2023

⁵ Why IT Leaders are Embracing Cloud Migration in Today's Digital World? Proserveit, 2023

⁶ The Cloud Worker Revolution Accelerates, Forrester, 2022

⁷ ContactBabel The 2023 US Contact Center Decision-Maker's Guide, 2023

⁸ 13% of employees admit to falling for phishing attacks working at home, Security Magazine, 2023

⁹ 35 Call Center Statistics 2024, LiveAgent, 2024

Why ChromeOS?

Overcome challenges and maximize
contact center value

Agents need a toolkit that leads to faster resolution times and higher customer satisfaction

Agents love to help customers succeed. But with the number of apps, tabs, and windows agents use to help each customer, it can be difficult and slow to locate the right information at the right time. This challenge is only compounded when agents handle multiple interactions across voice, chat, and email.

With Desk Connectors, [Chrome Enterprise Recommended Contact Center](#) solutions can automatically create a new “desk” for each customer interaction, and once that interaction ends, the desk with all of its windows can be closed in just one click. This will greatly reduce the complexity that your agents need to deal with day to day, while improving their ability to resolve customer issues.



19% higher agent
productivity¹⁰



Cloud-first
collaboration



Automated window management
with ChromeOS Desk

Managers want to find ways to streamline and automate the customer experience

The Google Admin console provides tools for better insights and analytics, keeping your team as productive as possible, while [Chrome Enterprise Recommended](#) and [Works with Chromebook](#) ensure new device deployments are a breeze.



Monitor the operation
and health of devices



Deploy devices 63% faster
than other operating
systems¹⁰

Why ChromeOS?

IT Admins want to deliver quality service that can be easily and quickly deployed in their existing tech stack

According to a recent IDC report, ChromeOS devices deploy 63% faster than other devices, and require 36% fewer staff resources to manage than other solutions.¹¹ And with features like zero-touch enrollment and the flexibility and breadth of cloud-based policies, this is made even easier.

ChromeOS is highly secure, with data control features that allow IT to help prevent inadvertent data leakage. ChromeOS Data Controls enable IT and security teams to identify and mitigate data loss risk on ChromeOS endpoints. Admins can set up rules to prevent data leakage based on the data source, the destination, wherever it is being moved to, and whoever is moving data.



Easily onboard and update devices



Zero reported ransomware attacks—ever*



Prevent data leakage with ChromeOS data controls








¹¹ IDC Use Case Brief, sponsored by Google ChromeOS, The Business Value of ChromeOS for Contact Centers, doc #49610022, October 2022

* As of 2025 there has been no evidence of any documented, successful virus attack or ransomware attack on ChromeOS. Data based on ChromeOS monitoring of various national and internal databases.

An ecosystem for the modern-day contact center

Our first true end-to-end solution, our validated ecosystem features premium hardware, leading apps, high-performance peripherals, a top-tier management system, and cloud-based software solutions that are all compatible with and optimized for ChromeOS.

ChromeOS Contact Center Ecosystem

Apps & Peripherals	 
Management	<div>Chrome Enterprise Upgrade</div>
Software	 
Hardware	



[Learn more about ChromeOS for your contact center](#)

“We’re happy to see that our employees love Chromebooks, which makes us think about keeping a remote work culture going in the future. We decided Chromebooks would now be the contact center device of choice.”

Gregory Simpson
Chief Technology Officer, Synchrony