

Give customers self-service options with Chrome Enterprise

Provide customers with the speed, convenience and ease of use of self-service

In 2019, nearly three quarters (73%) of U.S. consumers favored self-service as a way to improve the retail shopping experience and reduce required interactions with retail associates – an increase of 10.6% from 2018.¹

Of U.S. shoppers who shop at retailers that offer self-service, 87% do so because it's faster. Other motivators include convenience and ease of use.²

Deploying Chrome devices for customer self-service provides customers with a simple way to fill out applications, learn about new offerings or browse inventory. Customer self-service can lower costs, increase revenue, and enhance the employee and customer experience.



Benefits of Chrome Enterprise for customer self-service



Easy to deploy and manage

There's an 80% reduction in IT time deploying, managing, and supporting Chrome kiosks.³ Managed guest sessions give admins control while letting multiple customers securely share the same Chrome device.



Smart investment

Companies that leverage Chrome devices as customer self-service kiosks can realize \$3.3 million in increased revenue and a Return on Investment (ROI) of 473% over three years.⁴



Increased employee productivity

Reduce the administrative burden on staff by giving customers the ability to perform basic tasks on their own instead of requiring that an employee handle it for them.



Built-in security

Chrome Enterprise is secure by design, keeping customer data safe and protecting users from harmful attacks, ensuring that applications are trusted, and mitigating the impact if a harmful attack occurs.

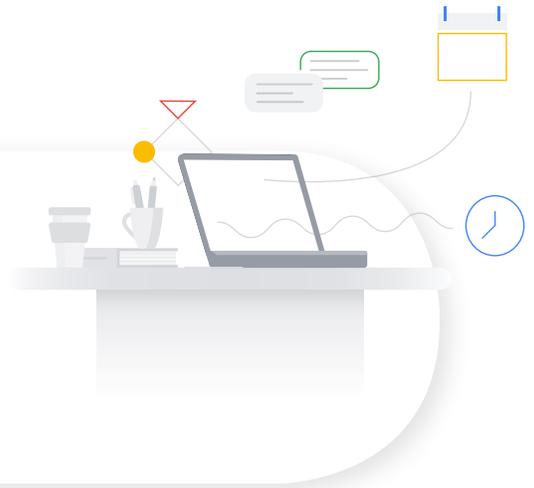
1 SOTI, "Annual Connected Retailer Survey," Jan. 14, 2019.

2 PYMNTS and Diebold Nixdorf, "Self-Service Retail Study," July 2018.

3 and 4 "The Total Economic Impact™ of Google Chrome Kiosks and Digital Signage," a commissioned study conducted by Forrester Consulting on behalf of Google, September 2018.

What Chrome Enterprise customers say

The Georgia Department of Driver Services reduced wait times for citizens from **30 minutes to as little as six minutes** by introducing self-service with Chrome Enterprise.



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, and open accounts.



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."

Ed Obuchowski, Charles Schwab



At 130 Service NSW locations across New South Wales, Australia, people can use self-service kiosks to request driver's licenses, order birth certificates and perform 1,198 other types of transactions. The agency chose Chrome Enterprise for its secure solution.



The kiosks offer a much faster way for people to request these services compared to standing in line. Our customers love using them, and since Service NSW launched in 2013, we've completed about 70 million transactions."

Ben McMullen, Service NSW



Doctor.com helps medical providers collect patient reviews immediately after an appointment. The devices used had to be attractive, secure, affordable, and easy for busy front office staff to maintain. Acer Chromebooks "ticked all the boxes."



The office staff only need to turn the Chromebooks on, enter a device code the first time they're used, and leave them at a checkout desk or post-op room where patients are waiting."

Reed Mollins, Doctor.com

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