



# ChromeOS Kiosks and Digital Signage for Enhanced Self-Service

Exceed customer and employee expectations with ChromeOS.

Insight<sup>+</sup>

 chromeOS

## What do your employees and customers really want?

The world of work is changing — rapidly. Keeping up with shifting employee and customer expectations isn't easy, particularly when it comes to technology. Employees and consumers expect digital tools to complete processes and workflows automatically. Consider:

81%

of CIOs stated that redefining the customer or employee experience will become more relevant in the next five years.<sup>1</sup>

86%

of customers expect a self-service option.<sup>2</sup>

If you know that digitizing customer and employee workflows is important, but you don't know how best to do it, you've come to the right place. ChromeOS for Kiosks and Digital Signage offers organizations an efficient, secure and cost-effective way to enhance services and workflows for workers and customers alike. From check-in kiosks to digital menus, retail demos and beyond, ChromeOS can provide your organization with devices that increase engagement, satisfaction and efficiency.

In the following pages, we'll take a look at some of the biggest roadblocks to offering user-friendly digital experiences. Then, we'll explore how selecting the right ChromeOS device can improve self-service options and give employees and customers the types of experiences they expect — and create the competitive edge your business needs to thrive in today's dynamic landscape.





## Assessing today's challenges

### Traditional operating systems can't keep up.

The first challenge to creating a digital-first experience for employees and customers comes from traditional Operating Systems (OSs) that simply can't keep up with the demands of today's users. Multiple problems plague traditional OS, including:

- Ransomware and viruses
- Slow performance
- The need for high-touch management
- Costly devices and IT overhead
- Complex upgrade and update processes
- Difficult remote management
- Reliability issues

The average enterprise spends **57% of its IT budget** on supporting business operations and **only 16% on boosting innovation**.<sup>3</sup>

What does this mean for your business edge?



#### Legacy solutions and devices

In addition to outdated operating systems, legacy solutions and devices can significantly hinder progress toward a digital-first workplace.



#### Slows you down

More than ever, businesses need to be able to adapt quickly to change, yet legacy systems struggle to support innovative new technologies such as Artificial Intelligence (AI), Machine Learning (ML) and Internet of Things (IoT).



#### Lack of scalability

Legacy systems hamper scalability, running older and larger applications with many interconnected pieces and making it difficult to scale as your business grows and changes.



#### Outdated security

Legacy systems may be incompatible with newer, best-practice security solutions such as multi-factor authentication, single-sign on and role-based access. They may also lack sufficient audit trails or encryption methods.



#### Poor customer and employee experiences

The more complex legacy enterprise systems are, the more they negatively impact employee performance and productivity. Outdated systems get in the way of customers and end users and often aren't compatible with mobile devices, self-service interfaces or other ways that customers prefer to connect.



#### Maintenance costs and other burdens

The longer legacy systems are in use, the more their maintenance costs grow as the talent pool of specialists shrinks and parts are less readily available.

## Introducing kiosks and digital signage

When you combine traditional operating systems with legacy devices and solutions, the result isn't pretty — especially given that consumers have dramatically increased their expectations for how they interact with businesses.



**Chief among these expectations is a greater preference for self-service solutions which reduce the need to interact with humans for basic tasks. Kiosks and digital signage can help meet these expectations.**

From a business perspective, kiosks provide a great customer experience without requiring human intervention, and digital signage allows you to display a variety of valuable information cost-effectively.



### Why businesses are investing in kiosks and digital signage today

The [2022 Kiosk Marketplace Census Report](#) demonstrates that businesses that replace in-person counter service with kiosks increase average check size by 15% to 20% or more by optimizing technology to display and draw customers.



#### **Contactless payments are preferred.**

Touchless, cashless payments are becoming the new norm for many consumers, and self-service kiosks are suited for this shift as more customers move to tap and go.



#### **Customer experience is driving investment.**

Customer experience is the new battleground for businesses, with 69% of CIOs indicating that they're focusing digital transformation efforts on improving customer experience.<sup>4</sup>



#### **Automation is advancing investments.**

44% of business leaders from offline organizations anticipate more than half of their processes will be automated by 2025.<sup>5</sup>



#### **Tech advancement is widening adoption.**

Continuous advancement in new technologies such as cloud computing, smartphone connectivity and speech capability is spurring adoption of interactive kiosks and widening their application across various industries, such as retail, banking, hospitality, entertainment and government.<sup>6</sup>

## Differentiate your business with self-service options.

On top of meeting customer expectations, it's important for businesses today to differentiate themselves. Kiosks and digital signage offer an effective way of doing this. By delivering a fully integrated solution alongside CMS partners, ChromeOS provides seamless workflows for customers and employees across devices and peripherals, ensuring you stand out and live up to user expectations.

### Modernize your kiosks and digital signage with ChromeOS.

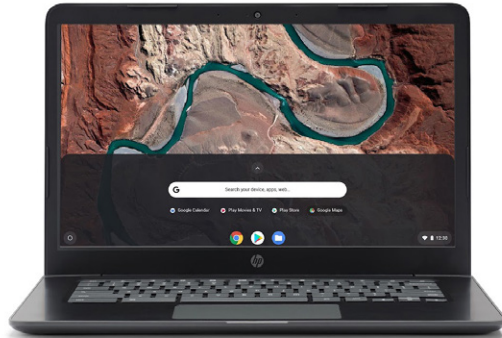
When you partner with Insight to bring ChromeOS to your enterprise, you deliver powerful customer and employee experiences with a fully integrated solution.

**Reduce maintenance**  
with modern, reliable OS.

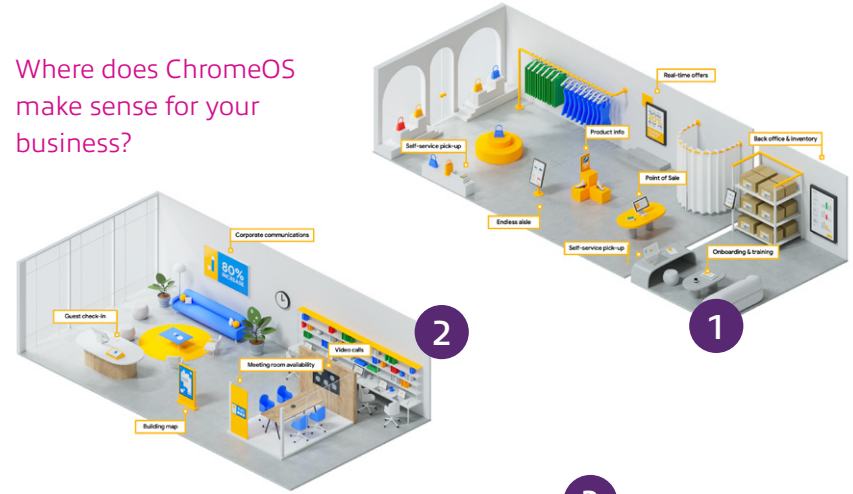
**Ensure system security**  
and data safety.

**Monitor, control and manage**  
remotely.

**Bring new life**  
to existing hardware investments.



Where does ChromeOS make sense for your business?



Transform the customer — and employee — experience with ChromeOS.





## Ready to bring kiosks and digital signage to your business?

Kiosks and digital signage from ChromeOS offers your business key differentiators so that you can stand out from the competition:



**Zero known ransomware attacks** or viruses

**Remotely manage and control devices** with Google Admin console.

The ChromeOS selector tool can help you deploy **purpose-built devices.**



End-to-end validated solution with **Chrome Enterprise Recommended** partners

## Discover the right ChromeOS device for your business with Insight + ChromeOS.

Insight can help you unlock the full potential of your business with modern, user-friendly self-service options for your employees and customers. With the ChromeOS Selector tool, all you need to do is answer a few questions, and the tool will help you determine which ChromeOS devices are best suited to meet your kiosk and digital signage needs.

[Use the tool →](#)



# About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 34 years of deep partnerships with the world's leading and emerging technology providers.



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<sup>1</sup>Logicalis. (2021). Global CIO Survey 2021-2022.

<sup>2</sup>Global State of Customer Service

<sup>3</sup>Mendix.com, 2021

<sup>4</sup>Flexera 202 CIO Priorities Report.

<sup>5</sup>Fujitsu. (2021). Global Digital Transformation Survey Report: Priorities in the post-pandemic world.

<sup>6</sup>globalnewswire.com, 2021, yahoo.com, 2021.