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Google Chrome Enterprise Devices Increase In-Store Revenue And Boost Employee Productivity In The Retail Industry

Digital technology has reshaped how customers interact with their favorite brands and retailers. When shopping online, consumers have become accustomed to having instant access to product information and inventory availability and being able to quickly compare products and pricing across stores and brands. With all this information available online, retailers are finding it increasingly difficult to convince customers that a journey to the store is worth the time and effort. But what if retailers could offer customers the same experience and information access they get online, in-store, with the added benefit of being able to physically explore their products?

By deploying Google Chrome Enterprise devices, organizations can offer customers that seamless experience while improving employee productivity and reducing the burden on the IT department. Devices can be deployed as customer-facing self-service kiosks, employee work stations, shared devices, and a variety of other retail-specific use cases.

Market Trends: Retail

To keep up with customer demands, retailers are starting to blur the lines between the online and offline in-store shopping experience. According to Forrester Research, "[In] the crowded and hyper-competitive retail market, retailers are doubling down on efforts to drive growth by delivering exceptional customer experiences: 70% of global business and technology decision makers at retail and wholesale firms say that improving customer experience is a top business priority over the next 12 months, second only to growing revenue at 77%."[1]

With much of the conversation in retail focused on the growth of online sales, Forrester notes that "the vast majority of retail sales still occur offline, even though online sales now account for half of the growth in the US retail market: 87% of sales occurred in a physical store in 2017, and we forecast that 79% will still occur offline in 2023."[2] Retail organizations are looking for easy-to-manage solutions that can delight customers by enhancing their in-store experience while improving the efficiency of employees.

Improving customer experience extends beyond improving in-store experiences. While in-store experience is important, Forrester found that retailers have the most success when "investing in tools that are connected through a customer engagement network, optimize profitability with operational excellence, and empower associates."[3] Retailers need to focus on strategies that put the customer at the center of all business processes and give their employees the freedom to meet and exceed customer expectations at every touchpoint.

> "When our customers come into our stores, they expect to have the same choices and options as they would online or on their smartphone. We have deployed Google Chrome kiosks across many of our retail locations, and our customers love it. It shows on our bottom line."
>
> *Systems engineer, retail company*

SUMMARY

Based on the commissioned studies; "The Total Economic Impact Of Google Chrome OS With G Suite", "The Total Economic Impact Of Google Chrome Kiosks And Digital Signage," "The Total Economic Impact Of Shared Google Chrome OS Devices," and "The Total Economic Impact Of Google Chrome OS Devices For Knowledge Workers."

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact of Chrome Enterprise devices, including interviews with Forrester analysts, Google stakeholders, a survey, and seven current Chrome device customers. Forrester constructed a financial model representative of the interviews using the TEI methodology.

COMPOSITE ORGANIZATION

This analysis uses a composite organization, based on the interviewees, to present the aggregate financial analysis.

RISK ADJUSTMENT

Forrester risk-adjusted the financial model based on issues and concerns of the interviewed organizations to account for uncertainties in benefit and cost estimates.

Forrester Total Economic Impact Of Google Chrome Enterprise Devices

Forrester Consulting conducted a Total Economic Impact™ (TEI) study to provide readers with a framework to evaluate the potential financial impact of using Google Chrome Enterprise devices for kiosks and digital signage, shared devices, and knowledge workers on their organizations. As part of this process, Forrester interviewed and surveyed users leveraging Google Chrome Enterprise devices for a variety of use cases.

By aggregating the results of the studies, Forrester is able to identify the key benefits that retail organizations can expect to realize through leveraging Google Chrome Enterprise devices both in-store and in the back office.

Productivity gains of 3 hours per week for each kiosk or shared device deployed.

Organizations see a 3% increase in same-store revenue.

There is a 75% reduction in IT time deploying, maintaining, and supporting Chrome Enterprise devices.
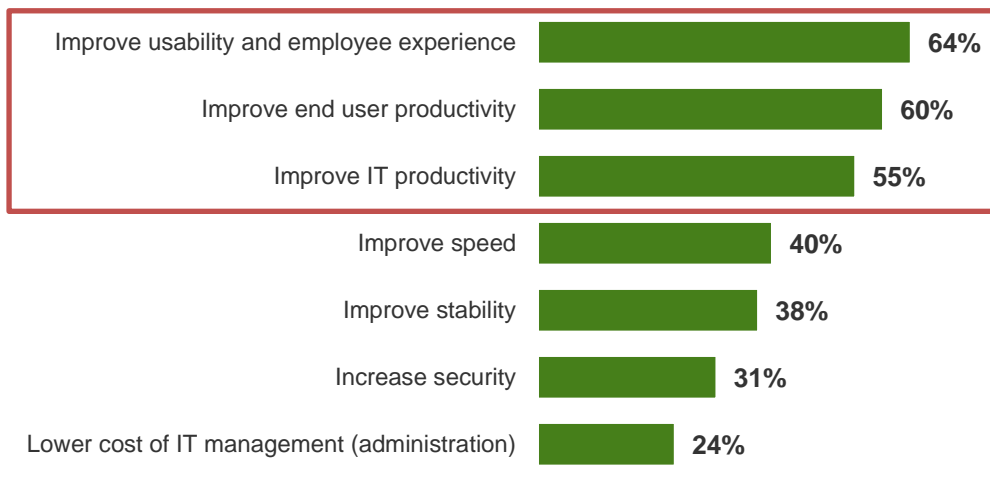
The Chrome Device Customer Journey

For this study, Forrester surveyed 236 organizations across industries and conducted seven interviews with Google Chrome device customers. Interviewed customers include the following:

INDUSTRY	NUMBER OF EMPLOYEES	NUMBER OF USERS	ANNUAL REVENUE
Healthcare	3,000	3,000	Private
Retail	60,000	15,000	$20 billion
Manufacturing	50,000	30,000	$7 billion
Retail	200,000	35,000	$15 billion
Manufacturing	80,000	70,000	$30 billion
HR consulting	4,000	4,000	Private
Research	1,400	40	Private

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Key Investment Drivers

"What drove your organization to move to Chrome Enterprise devices?"

Improve usability and employee experience	**64%**
Improve end user productivity	**60%**
Improve IT productivity	**55%**
Improve speed	**40%**
Improve stability	**38%**
Increase security	**31%**
Lower cost of IT management (administration)	**24%**

Base: 42 retail industry Google Chrome device users
Source: A commissioned study conducted by Forrester Consulting on behalf of Google, February 2018

Composite Organization

Based on the survey and interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected, covered in greater detail in the full studies. The composite organization has the following characteristics and is based on interviews with organizations in the retail industry among others:

Description of composite: The composite organization is a global business with sales through both online and retail stores. The organization has 50,000 total employees and has deployed 450 Chrome kiosks and digital signage across 75 locations. Thirty-five percent (or 17,500) of the workforce are considered knowledge workers, who need to be on a connected device and access company data and information to conduct day-to-day business activities. Seven thousand of the knowledge workers are operating on Chrome Enterprise devices. Fifteen thousand employees use a shared device in their day-to-day work activities, with an average of 10 employees per shared device (1,500 Chrome Enterprise devices).

The composite organization generates approximately $7 million in annual revenue per retail location and has deployed 300 customer-facing Chrome Enterprise devices and 150 internal employee-use devices. The composite organization deployed Chrome Enterprise devices to improve customer experience and reduce hardware, software, and IT resource costs.

Deployment characteristics: The composite organization's customers and employees can leverage Chrome Enterprise devices as a simple platform across various use cases from accessing product information, conducting transactions, checking inventory, and doing other back-end functions at scale. These devices are secured, can easily be deployed without a heavy burden on IT teams, and are connected to the corporate network.

Key assumptions
50,000 employees

300 customer-facing Chrome kiosks and digital signage

150 internal-facing Chrome kiosks deployed

$7 million in annual revenue per retail location

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Chrome Enterprise Devices Drive Sales, Improve Productivity, And Cut Costs

Interviewed and surveyed organizations cited similar drivers in their choices to implement Google Chrome Enterprise devices into their stores and workforces: improve usability and employee experience, improve IT productivity, and improve speed, which in turn improves customer experience and drives efficiencies. These organizations sought a solution that could deliver on all of these needs while aiding in their ongoing major business transformation initiatives. By deploying Chrome Enterprise devices in a variety of use cases, interviewed and surveyed organizations found a solution that delivered on their key drivers with the added benefit of increased in-store sales and significant cost savings when compared to legacy solutions. Chrome-powered kiosks and digital signage gave both customers and in-store employees the freedom and flexibility to access the information that they needed, when and where they needed it, while the cloud-native technology reduced the burden on IT support teams. By deploying Chrome Enterprise devices to the office workers, organizations were able to deliver a hassle-free technology solution that offered less downtime and greater security than legacy solutions.

The benefit impact experienced by the composite organization is based on the past and current experiences of the survey respondents and seven interviewees.

› **Leveraging Chrome Enterprise devices in retail locations as both customer self-service kiosks and employee-facing work stations increases customer experience and results in a 3% lift in overall revenue.** Interviewed organizations noted that customers now expect the in-store shopping experience to deliver the same product assortment, rapid delivery, and product information that they receive online. By providing customers with self-service kiosks to browse products, review options, and make transactions, retail customers are able to significantly improve the customer experience, increase average transaction value, and drive additional sales. For each retail operation that rolled out a customer-facing Chrome kiosk, the interviewed organizations estimated a 3% overall lift in revenue. The composite organization experienced an additional $1.3M in profit across the 75 retail locations.

› **Chrome Enterprise devices increase employee efficiency for both in-store and back-office workers, resulting in 3 hours of employee productivity gains per week for each deployed Chrome Enterprise device.** Interviewed organizations in the retail industry noted that by leveraging Chrome kiosks in the back room, employees can perform many day-to-day functions like logging inventory and submitting time sheets by accessing a self-service Chrome kiosk. In addition to administrative tasks, employees are able to push out marketing messages and content to in-store digital signage without the assistance of IT support and services. The cloud-native quality of Chrome Enterprise devices allows in-store workers to access any in-store terminal or checkout device with a simple login, reducing downtime and creating a more frictionless environment for customers. The composite organization realized $3.8M in employee productivity gains from the 150 internal Chrome kiosks and 1,500 shared Chrome enterprise devices.

"We have over 60,000 employees, and most of them don't sit in front of the computer all day. We needed communication and collaboration tools that help empower our employees to better serve our customers."

Architect, retail industry

90% of surveyed retail organizations noted a positive ROI from implementing Chrome Enterprise devices.

"We are using Chrome Enterprise devices in kiosk mode for our digital sign boards. With Chrome Sign Builder, we have the flexibility to have our regional teams roll out content quickly, and we can connect wirelessly to our corporate network to allow the mobility of our digital signs to different locations as needed."

Systems engineer, retail

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› **Google devices significantly reduce the burden on IT management and services while delivering greater reliability and security.** With Chrome Enterprise devices, IT teams spend much less time on deployment, device management, remediation of issues, re-imaging devices, and managing security updates. The cloud-native quality of Chrome Enterprise devices simplifies deployment and maintenance, ensuring that devices are always up to date with the latest security and performance updates. Deployment and ongoing maintenance time have been reduced by 75%, giving IT professionals more time to focus on high-impact work. The composite organization realized $1.5M in IT resource savings related to the 450 kiosks and 1,500 shared devices when compared to legacy solutions. In addition to the reduced maintenance time, organizations that leverage Chrome Enterprise devices with G Suite reported an increase in device security, leading to a 20% reduction in data breaches and incidents, saving $1.6M over three years.

› **Investing in Google Chrome Enterprise devices yields a positive ROI.** Ninety percent of retail industry survey respondents reported that the benefits created by the investment in Chrome Enterprise devices were greater than the costs.

Unquantified benefits. The interviewed and surveyed organizations experienced the following benefits, which are not quantified in the studies:

› IT resources can redeploy time from reactive technical tasks to more value-added, strategic initiatives.

› Organizations can reduce data and security breaches and related costs.

› Chrome Enterprise has built-in reporting that streamlines compliance and audit processes. Google maintains and adheres to many industry security standards. As such, this ensures organizations stay compliant while reducing the effort needed for internal and external audits.

Chrome Enterprise Device Costs Include Hardware And Enterprise Upgrades, Implementation, And Maintenance

The composite organization experienced three categories of cost associated with the Chrome device investment. For a detailed breakdown of the costs associated with each type of Chrome device, please reference the relevant full Forrester case study.

› **Implementation, training, and configuration costs.** Depending on the use case, interviewed and surveyed organizations leveraged between six and 12 FTEs for five to six months to fully implement and configure their Google Chrome Enterprise devices.

› **Google Chrome hardware and Chrome Enterprise Upgrade costs.** Device costs can range from $300 per device for kiosks and digital signage to $700 for higher-end knowledge worker devices. Enterprise upgrade costs were consistent at $50 per device per year.

› **Support and maintenance costs.** All interviewed organizations experienced a significant decrease in the cost of device-related IT support and maintenance when compared to legacy solutions. Chrome Enterprise devices do, however, require some level of ongoing support and maintenance.

89% of survey organizations are planning to add additional Chrome Enterprise knowledge worker devices.

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For more information, you can download the full Chrome Enterprise devices TEI studies here:

› The Total Economic Impact™ Of Google Chrome OS With GSuite

› The Total Economic Impact™ Of Google Chrome OS Devices For Knowledge Workers

› The Total Economic Impact™ Of Shared Google Chrome OS Devices

Disclosures

Endnotes

[1] Source: "Masters Of The Top Four Retail Tech Trends," Forrester Research, Inc., January 18, 2018.

[2] Source: "The State Of The US Retail Shopper In 2018," Forrester Research, Inc., July 18, 2018.

[3] Source: "Masters Of The Top Four Retail Tech Trends," Forrester Research, Inc., January 18, 2018.

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