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Chromebook Employee Adoption Kit

Guidebook to encourage adoption and success of Chromebooks in your organization.

Thank you for coming on this journey with Chromebooks

Our commitment

The Chrome Enterprise team is here to help and support you every step of the way as you move through the adoption and expansion process.

Our goal is to help you achieve your goal: happy and productive Chromebook users.

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Contents

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Why use Chromebooks?

Chromebooks deliver great benefits to both your IT team and end users.

⚙️ IT admins

30 minutes per week of reduced downtime per user, leading to productivity savings

15% improvement in help desk efficiency

$100 per user in legacy technology savings

20% reduction in endpoint security incidents

👥 End users

Sleek, durable, lightweight, and portable range of premium devices

Quick start, with less than 10 seconds start-up time

Enterprise applications and **smart** workflows

All-day battery with 15-minute quick-charge

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We know it's not always easy

Introducing new technology can be challenging.

It's hard for users to adapt, adopt, and sustain a productive work life.

At the same time, it's hard for IT teams to manage changes while maintaining sustainable competitive advantages and meeting organizational goals.
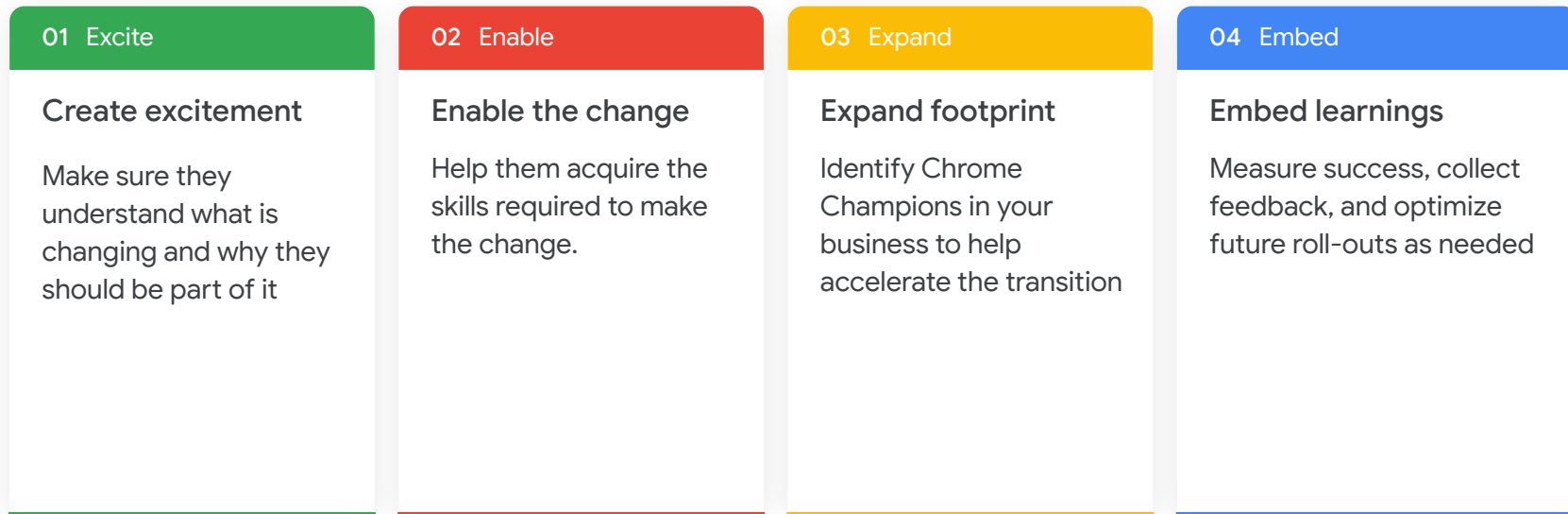
Experts say organizations that put their employees at the heart of change are measurably more likely to deliver successful outcomes.

We are here to help you do this.

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Chromebook Adoption Framework

We have created a Chromebook adoption framework which aligns with the typical process that users go through when adopting new technology.

01 Excite	02 Enable	03 Expand	04 Embed
Create excitement	**Enable the change**	**Expand footprint**	**Embed learnings**
Make sure they understand what is changing and why they should be part of it	Help them acquire the skills required to make the change.	Identify Chrome Champions in your business to help accelerate the transition	Measure success, collect feedback, and optimize future roll-outs as needed

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Let's make it happen

In the following toolkit, you can find content and assets to support every phase.

01 Excite	02 Enable	03 Expand	04 Embed
Pre-Deployment	**Onboarding**	**Accelerate**	**Feedback & Optimization**
Define adoption strategy	**Help users get up and running with:**	**Establish an employee advocacy program**	**Monitor progress and measure success**
• Who to target	• Setup sheet	• Establish a champions network	• Measure IT success
• Your switching strategy	• Tips & Tricks	• Send series of helpful emails	• Monitor employee satisfaction and feedback
• When to communicate	• Onboarding emails		
Generate awareness	• Chromebook Simulator		
• Posters			
• Banners			
• Flyers			
• Emails			
• Landing page			

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01

Excite

Pre-Deployment

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Define adoption strategy

Create your transition plan:

Think about who should use Chromebooks, how they will switch, and how you will support them.

Key pieces to define include:

- **Who to target:** Pick which use cases and teams will most benefit from using Chromebooks

- **Your switching strategy:** Decide if users choose their own device, or will be made to switch

- **When to communicate:** Provide information and prepare employees for the change beforehand

Who to target

Identify workers who predominantly use cloud-connected applications
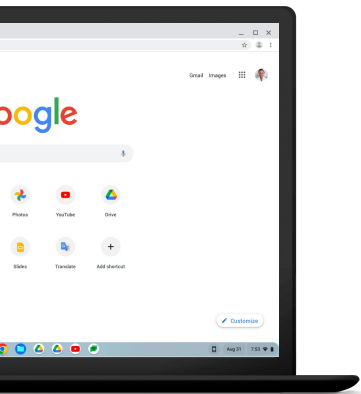
A cloud-connected worker does not:

✕ Works locally on device

✕ Is tethered to device and/or location

✕ Works independently

A cloud-connected worker:

✓ Works mainly on browser and web apps

✓ Can work from anywhere

✓ Uses collaboration tools

These employees are often called 'cloud workers' and can be **information** or **frontline workers.**

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💡 **Pro tip:** Need more help deciding which users will best benefit from Chromebooks? Jump to **this** section

Information workers

✓ Completes 'non-routine' tasks throughout the day

✓ Makes collaborative decisions on what tasks they need to accomplish

✓ Uses multiple apps and tools to complete tasks

Leadership & Executives

CIO, CTOs, Directors, and VPs who need secure devices and quick access to emails and apps

Business Teams

Marketing, sales, HR, operations, and finance teams who use cloud-based productivity and communication tools

Technology & Engineering Teams

Android app and web developers who need access to Linux, dev tools, and Android Studio

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Frontline workers

✓ Completes repeatable tasks every day

✓ Enjoys easy and quick access to information

✓ Uses a fast and familiar interface

✓ May share devices with other employees

Back of house workers

Shift workers, training teams, and seasonal staff who use shared devices

Front of house workers

Customer service reps, front desk associates, office admins, bank tellers and any other workers who need to deliver optimal and speedy service

Field / Mobile workers

Healthcare practitioners, warehouse managers and other workers who are on premises but mobile on the floor

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Your switching strategy

✓ 'Chosen' change

Are employees **allowed** to choose their devices? This option can suit **information workers**

💡 **Key tip:** Ensure employees are onboarded and trained correctly

⬇ 'Imposed' change

Are employees **required** to use Chromebooks? This approach can suit **frontline workers**

💡 **Key tip:** Ensure employees are educated about the benefits and features of Chromebooks. Training and constant monitoring is important to reduce resistance.
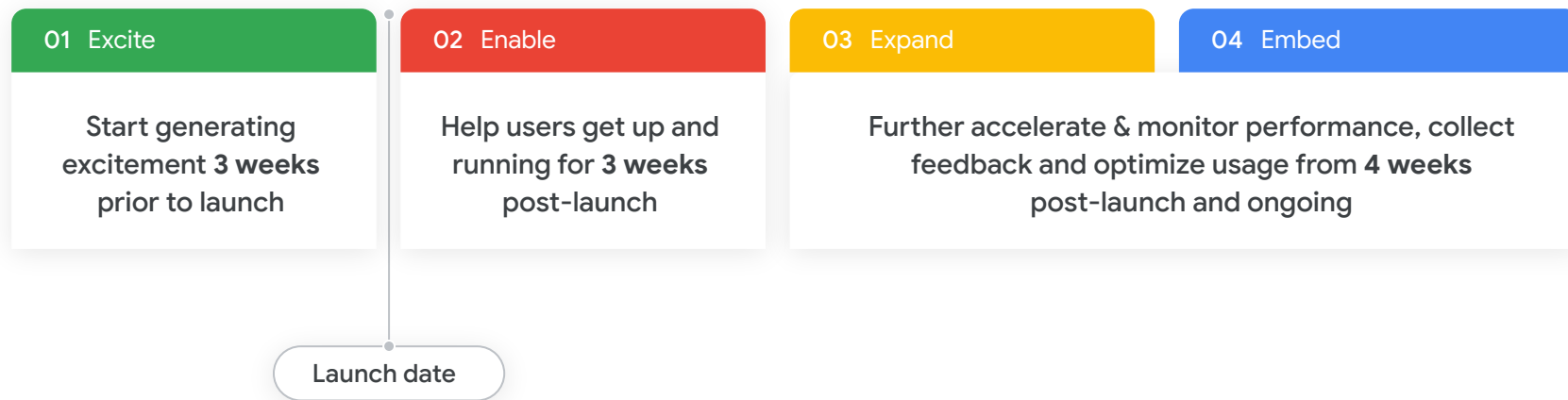
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When to communicate

Use the below timeframe as a guide for what to do and when.
If different teams are onboarding at different times, then you might be
at the 'expand' phase for one group and the 'excite' phase for another,
depending on your roll-out plan

01 Excite	02 Enable	03 Expand	04 Embed
Start generating excitement 3 weeks prior to launch	**Help users get up and running for 3 weeks post-launch**	**Further accelerate & monitor performance, collect feedback and optimize usage from 4 weeks post-launch and ongoing**	

Launch date

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Generate awareness

Create excitement:

Use a range of assets – like posters, emails, and more – to promote the benefits of Chromebooks.

The **'Switch to Chromebook'** internal campaign focuses on key benefits – like its long battery life, built-in virus protection, and more. The campaign will help you encourage employees to make the switch.

Choose from:

- Internal websites (e.g. banners, images, messaging)

- IT-hosted internal events (e.g. flyers)

- Bulletin boards (e.g. posters)

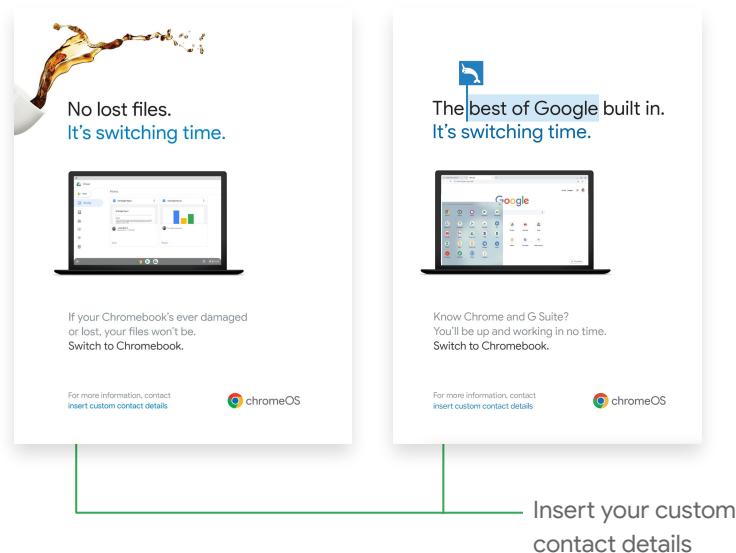- Direct communications (e.g. emails)

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⊛ Excite

Posters

Stick these posters up around your office to help create buzz around Chromebooks.

We've designed six different posters, each promoting a unique benefit of Chromebooks. In the artwork folder you'll find:

- **InDesign working files** – use these if you want to change the CTA, add a logo, etc.
- **PDFs** – use these if you want to print them as is

Examples

No lost files.
It's switching time.

If your Chromebook's ever damaged or lost, your files won't be.
Switch to Chromebook.

For more information, contact
insert custom contact details   ⊙ chromeOS

The best of Google built in.
It's switching time.

Know Chrome and G Suite?
You'll be up and working in no time.
Switch to Chromebook.

For more information, contact
insert custom contact details   ⊙ chromeOS

Insert your custom contact details

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⬇ **Download** Posters for accessibility reasons

⊛ Excite

Web banners

We've created a series of eye-catching banners for you to display on your internal web pages.

Each banner comes in three formats. The first two (300x250 and 728x90) are standard digital formats that can be used on your internal sites. The third (650x100) can be used as a header for emails.
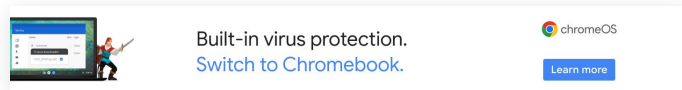
In the artwork folder, you'll find:

- **Working sketch files** – use these if you need to change the size, add your logo, change the CTA etc
- **PNG files** – use these if no changes are required
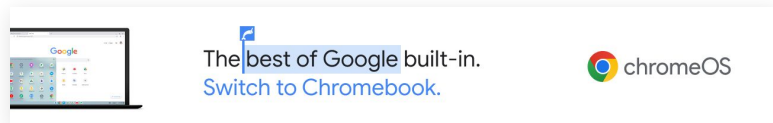- Your choice of **static** and **animated** banners

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Examples
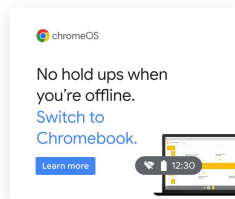
300x250

728x90

650x100

⬇ **Download** web banners

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Flyer

Use this handy, one-page flyer to communicate the key benefits of Chromebooks. You could hand it out at IT events or email it as a PDF – it's up to you.

To make a copy of the flyer so you can add your organization name and edit the call to action:

- Open the flyer template
- Go to **File > Make a copy**

Once you've made your changes, you can create a PDF for printing or emailing:

- Go to **File > Download > PDF Document**
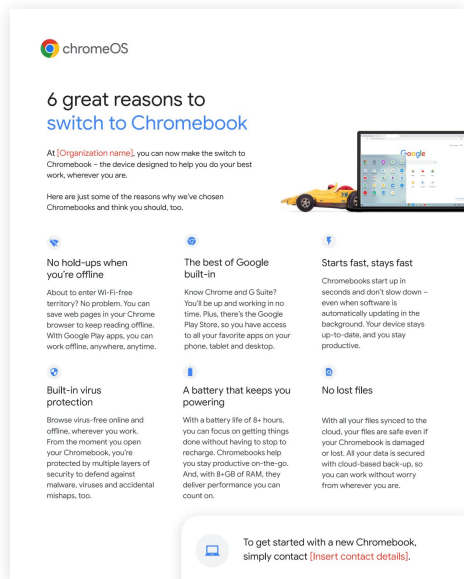
Add organization name

Insert your custom contact details

Add organization name
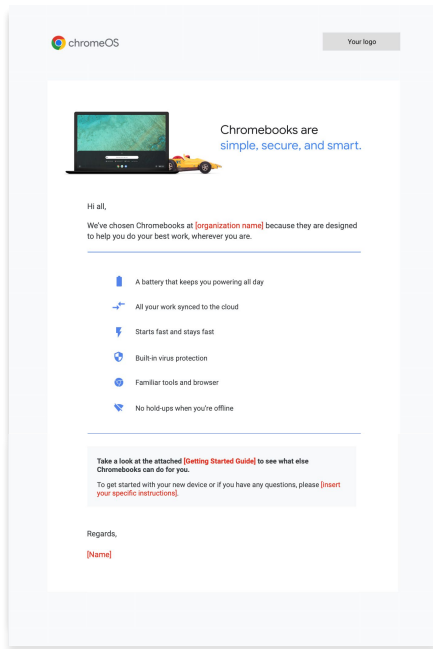

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Download Flyer

Email template

Build awareness by sending a promotional email about Chromebooks, customized with your logo and CTA.

To get started, simply copy the tables from the Google Doc and paste into a fresh email. The font may change slightly depending on your email client, but the general formatting will stay intact. Then, add your logo and replace the red text with your own words.

Don't forget a catchy subject line, like:

- It's switching time: Chromebooks are coming to [organization name]
- Make the switch to a ChromeOS device

Then, schedule the send and you're done.

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Add organization logo

Insert your custom contact details

⬇ Download email **templates**

Landing page template

It's a great idea to set up a landing page on your internal company website to promote Chromebooks and let people know how to get started.
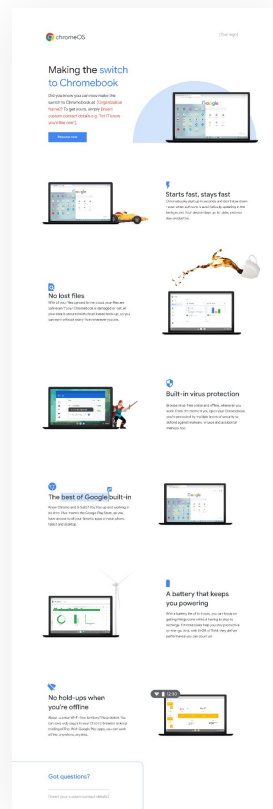
You could add some of our user guides to the landing page too.

In the artwork folder, you'll find:

- **A fully designed page** – just so you've got a reference when setting yours up
- **Working files** – so you can tailor the page to your internal requirements

Example

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⬇ Download landing **page**

02

Enable

Onboarding

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✏ Enable

Help users get up and running

Support your teams:

Send regular communication with tips and advice to help employees become familiar with their new device.

Share this content with employees:

- Getting Started Guide
- Tips & Tricks Guide
- Onboarding emails
- Chromebook Simulator

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Chromebook Getting Started Guide

To help employees get accustomed to their new Chromebook, share this document with them. It includes the top 10 things users should know about their new Chromebook.

In the artwork folder, you'll find:

- **A PDF version** – use this if you want to email it out to all new users
- **A print version** – use this if you want to pop the guide in the box with their new device
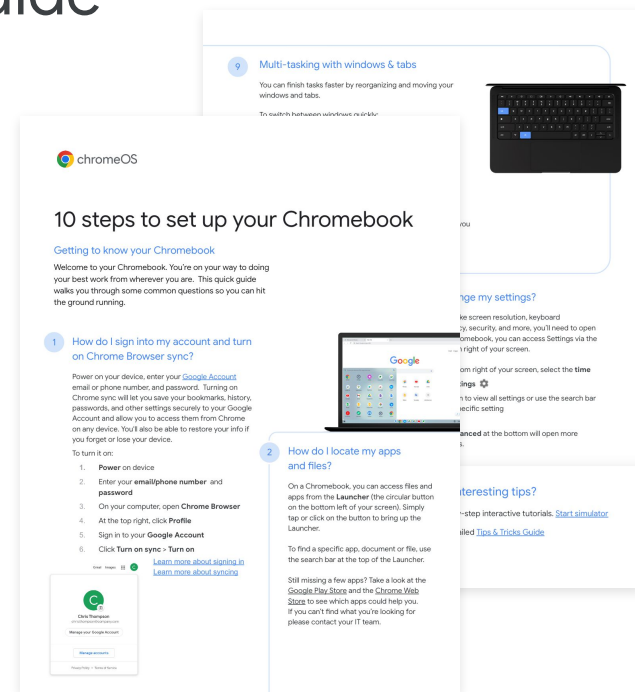
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↓ **Download** the Getting Started Guide

✏ Enable

Tips & Tricks Guide

Once your end users are up and running on their Chromebook, you can help them be more efficient by sharing this document that outlines various Chromebook shortcuts and quick how-tos.

In the artwork folder, you'll find:

- **A print version** – use this if you want to hand out a hard-copy to employees
- **A digital version** – use this to either drip-feed the tips in a 'Tip of the Week' email, or put all the content on an intranet page
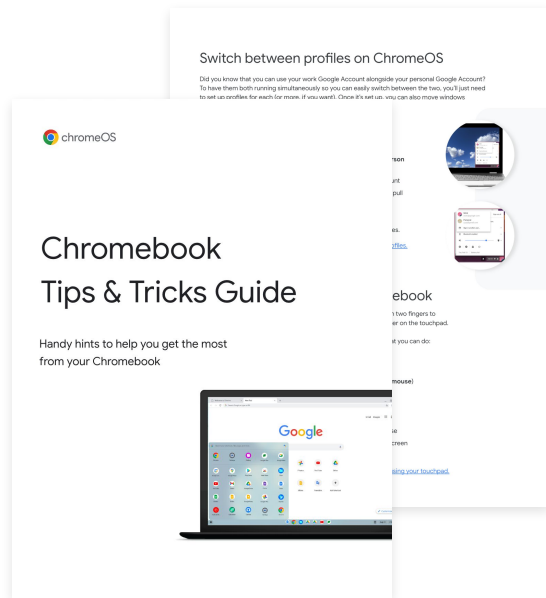
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⬇ Download the Tips & Tricks Guide

Onboarding email templates

We've created a series of easy-to-use templates that you can use to welcome users to Chromebook, help them get started, and check in on their progress.

To use the templates:

- Copy the tables from the Google Doc and paste into a fresh email (note: the font may change slightly depending on your email client, but general formatting will stay intact)
- Add recipients, paste in the subject line and update placeholder fields (in red)

Once you're happy with it, hit 'send'.
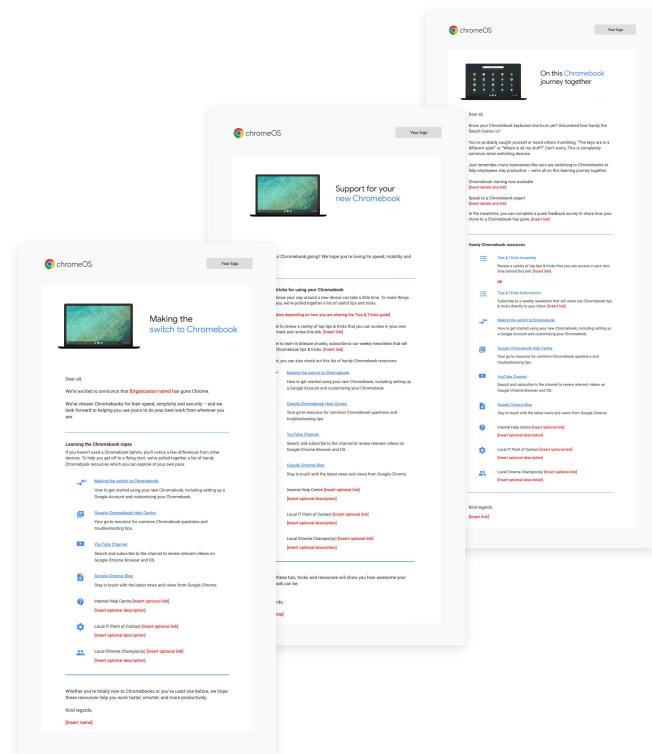
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⬇️ **Download** onboarding emails

Chromebook Simulator

You can share the **Chromebook Simulator** with your employees.

This simulator is intended for employees who recently received a new Chromebook and want to get accustomed to Chrome OS.

It provides tutorials that explain basic features and functionality through an interactive interface with a step-by-step walkthrough.
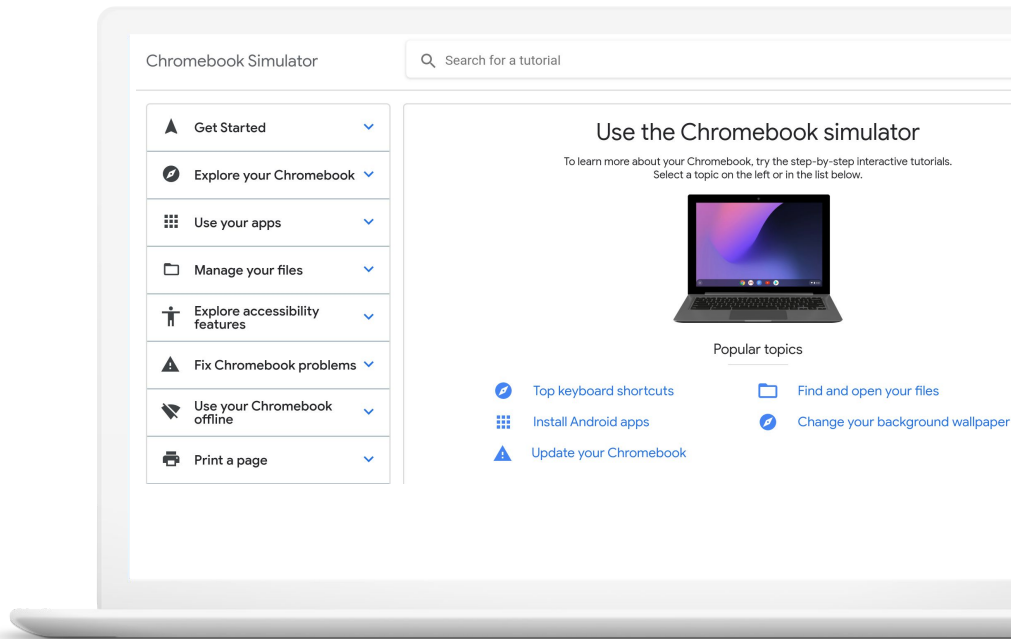

Chromebook Simulator

🔍 Search for a tutorial

● Get Started	⌄
🧭 Explore your Chromebook	⌄
▦ Use your apps	⌄
📁 Manage your files	⌄
🧍 Explore accessibility features	⌄
⚠️ Fix Chromebook problems	⌄
📶 Use your Chromebook offline	⌄
🖨️ Print a page	⌄

Use the Chromebook simulator

To learn more about your Chromebook, try the step-by-step interactive tutorials. Select a topic on the left or in the list below.

Popular topics

🧭 Top keyboard shortcuts   📁 Find and open your files

▦ Install Android apps   🧭 Change your background wallpaper

⚠️ Update your Chromebook

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⬇️ Access the Chromebook Simulator **here**

03

Expand

Accelerate

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Establish an employee advocacy program

Find your champions:

Think about who could help you promote Chromebooks. Choose people whose views are valued and who will get other people excited.

Get started by bringing people on board:

- Identify Chrome Champions

- Use the email templates

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Identify Chrome Champions

A Chrome Champion is someone who:

- Is tech-savvy

- Is excited about Chromebooks

- Can support team members during rollout

Tips for success:

- Each team using Chromebooks should have at least one champion

- Be clear about the time involved and what's expected of them

- Give champions early access to training and information

- Support, recognize and reward your Chrome Champions

- Give them training so they can answer coworkers' questions

💡 **Pro tip:** To encourage self-support, ask Chrome Champions to send their colleagues a link to the Chromebook Help page.

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Email templates

To help you recruit Chrome Champions as part of your employee advocacy program, we've created three emails that you can use to attract and engage your champions:

- Send email 1 to managers/supervisors to encourage them to select ChromeOS Champions.

- Managers can send email 2 to their teams.

- Welcome ChromeOS Champions to the program with email 3.

Find instructions on how to use the email templates on the first page of the document.

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Download **email templates**
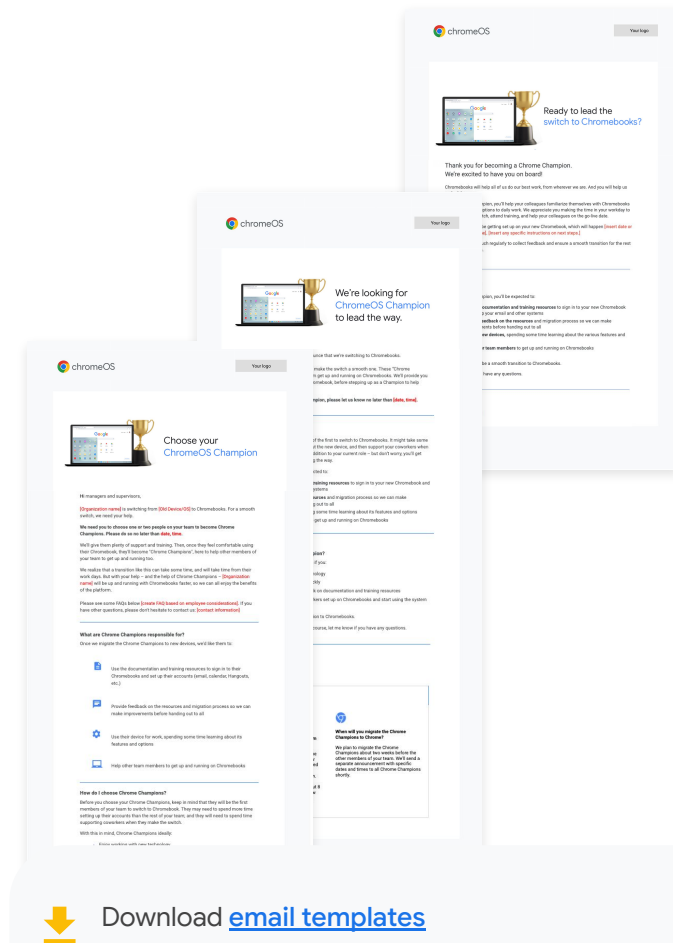
04

Embed

Feedback & Optimization

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Monitor progress and measure success

Continually improve:

Capture and track feedback, and measure the success of your roll-out. Use the insights to make improvements to your program.

Use our KPI table and surveys to:

- Measure IT team success

- Capture employee satisfaction & feedback

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Measure IT success

Now that you have successfully trained your employees and implemented suggested resources, you'll need to track progress and measure the impact of adoption. To support your adoption and transition goals, we suggest this list of success metrics that IT teams can use to track progress.

Key Metrics to consider	Pre-deployment	Post Chrome Enterprise Deployment				
	Quarterly Baseline	Q1	Q2	Q3	Q4	Rolling % change
Technical Support tickets What to track: Number of technical support tickets over time	0	0	0	0	0	#DIV/0!
Device deployment time What to track: How long it takes to deploy devices	0	0	0	0	0	#DIV/0!
Security related breaches What to track: Number of security-related breaches over time	0	0	0	0	0	#DIV/0!
Demand for Chromebook devices What to track: Requests for Chromebooks over alternative devices, e.g. Windows/Apple over time	0	0	0	0	0	#DIV/0!
Chromebook user adoption What to track: number of employee logins via Google Admin Console.	0	0	0	0	0	#DIV/0!
Chromebook assignment rate for new employees What to track: Number of Chromebooks assigned to new starters over alternative devices	0	0	0	0	0	#DIV/0!
Chromebook return rate What to track: number of Chromebooks returned over time	0	0	0	0	0	#DIV/0!
Chromebooks used as primary device What to track: Number of people that use Chromebooks as their primary device when they have multiple devices	0	0	0	0	0	#DIV/0!
Chromebook chosen at refresh What to track: Number of people who choose Chromebooks over alternative devices at refresh	0	0	0	0	0	#DIV/0!
Total Cost Savings: **a) Hardware costs** What to track: Costs over time	0	0	0	0	17	#DIV/0!
b) Support & Maintenance cost What to track: Costs over time	0	0	0	0	0	#DIV/0!
c) Operational & Power costs What to track: Costs over time	0	0	0	0	0	#DIV/0!

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Access **KPI measurement** for IT success

Employee satisfaction & feedback

To help monitor employee satisfaction and feedback in your organization, use these editable survey templates:

- **Primary User Impression Survey:** Give this to people who recently received a Chromebook as their primary work device
- **User Attrition Survey Template:** Give this to people who recently returned a Chromebook device

Find tips for setting up your survey and collecting results in the template doc.

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↓ Access **Survey Templates**

05

Additional resources

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Additional resources

Learn more about the Chromebook Customer Adoption Journey

👥 [The Chromebook Customer Adoption Journey](#)

👥 [How Google IT supports its scaling global workforce with Chromebooks](#)

Get a better insight into application usage to inform use cases

🔍 Tools by [Lakeside](#) show application usage analytics

Understand how to improve employee experience with segmentation

📈 White paper by Forrester: [Rethink Employee Segmentation for a Cloud-Native World](#)

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Additional resources

Share these articles from the Chromebook Tips & Tricks blog series with your team

⇄ For those who are switching from a Mac OS: 6 common questions (and answers) for new Chromebook users

⇄ For those who are switching from a PC: How to use a Chromebook if you've switched from a PC

💡 Five handy tips for getting started: How to set up a new Chromebook

↱ Popular shortcuts to help you do more, faster: 6 Chromebook keyboard shortcuts that save time

🛡 Keeping your business safe: 10 ways Chrome Enterprise helps protect employees and businesses

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Thank you