

# RTM & BAU Optimization Experimentation Analysis

Thursday, February 27, 2025 6:51 PM

## By Manager:

### Drive the strategy.

- Continue to evolve and communicate broadly on the Verizon wide data and analytics strategy.

### Effectiveness.

- Transform our operating model from project focused to a product-oriented approach focused on sustained ownership and iterative feature development
- Engagement & Services.
  - Hub and Spoke. Where possible take on the Hub role in analytic projects. Connect and guide analytic resources to meet project objectives.
  - Financial Target: via RTM and AI programs: Yet to receive
- People & Processes.
  - Deliver high quality analytics as a service utilizing best practices, standardized processes, and frameworks.
  - Create an environment that fosters cross-collaboration and exchange of ideas that allows for innovative analytic solutions.
  - Contribute to common forums and communications tools for data & analytics teams across Verizon.
  - Support & adopt Intake & workflow management standardized & new processes

### 3. Expansion.

- Expand our analytics as a service capabilities to reach new workstreams and offer a wider range of support.

### 4. High-Quality Reproducible Analytics.

- Create a process to deliver consistent analytic services.
- Establish playbooks and guides for tackling analytic projects.
- Standardize and enhance best practices for experimentation practices
- Create a repository for data collection and data analysis that can be reused across projects.

1. Lead dashboard creation for experimentation initiatives
2. Test performance via SOAR deck and investigate other mediums of communicating results
3. Ensure test readouts are timely, accurate, and find opportunities to enrich data set and insights
4. Look for ways to standardize & streamline work and team processes
5. Measure & validate data for onboarded vendors
6. Incorporate insights using other tools (i.e. Quantum Metrics, EDW) into results & recommendations to add third dimensional lens to the data
7. Collaborate and create SOAR deck templates
8. Provide constructive feedback to peers and share ideas to further evolve team dynamics

Response:

## Mid-Year Progress Update: RTM & BAU Optimization Experimentation Analysis

### 1. Strategy & Communication

- Contributed to the evolution and broad communication of Verizon's data and analytics strategy through [number] presentations and cross-team forums.
- Supported the shift from a project-focused to a product-oriented operating model by implementing iterative feature development in key analytics initiatives.

### 2. Engagement & Services

- Acted as the Hub in [number] analytic projects, connecting and guiding resources to meet objectives.
- Facilitated collaboration across teams, ensuring alignment with project goals and best practices.

### 3. People & Processes

- Delivered high-quality analytics as a service by adopting standardized processes and frameworks.
- Fostered a collaborative environment, encouraging idea exchange and innovative solutions.
- Supported and adopted new intake and workflow management processes, contributing to process optimization.

### 4. Expansion & Capability Building

- Expanded analytics as a service to new workstreams, increasing the range of support offered.
- Established playbooks and guides for analytic projects, enhancing reproducibility and consistency.
- Created and maintained a reusable repository for data collection and analysis.

### 5. Experimentation & Reporting

- Led dashboard creation for experimentation initiatives, improving visibility and decision-making.
- Delivered timely and accurate test readouts, using SOAR decks and exploring additional communication mediums.
- Standardized and streamlined team processes, identifying opportunities for further efficiency.
- Measured and validated data for onboarded vendors, ensuring data quality.

- Incorporated insights from tools like Quantum Metrics and EDW to provide a multi-dimensional view in recommendations.
- Collaborated on SOAR deck templates and provided constructive feedback to peers to enhance team dynamics.

**Next Steps:**

- Continue to expand analytics service capabilities and refine best practices.
- Further standardize experimentation processes and enhance the data repository.
- Seek new opportunities for cross-team collaboration and innovation.

**Support Needed:**

- Timely communication of financial targets for RTM and AI programs.
- Continued leadership support for process improvements and resource alignment.

# Fuel Our Culture

Thursday, February 27, 2025 6:56 PM

## By Manager:

### Presentations

- Create holistic, relevant presentations with supporting metrics and impact on Business programs and priorities. At Least 4 (a year) Project / Topic of Interest Presentations within your AD. 5 at Director level presentation (Team and self)
- Help the team guidance to drive the programs and present the raw facts and metrics

### Engagement Activities

- Drive engagement within the team and also the teams under the AD/ Director Orgs
- Create strong Calendarized invite culture and SOP for team events (team connects, cross team connects, 1-1s and also updates to upstream leadership)
- Take the lead in 1 org level event and participate in cultural/ sports/ fun events at work and represent the team in org level activities.
- Present and help the team members in project showcase/ tech events at work before EoY '24. Present in all technical forums possible (At Least 2 on for team and self, based in team strength)
- Drive the discussion and Participation in leadership reviews, capture action items and complete them on-time

### Volunteering

- To participate in all Volunteering activities and complete at least 2 hrs. per quarter
- Encourage the team to participate and create champions in the team to drive such events

### Collaboration

- Create partnerships in GTS, AI&D. Independent stakeholding in Business teams and POCs. Create your channel of POC for work and domain related queries and clarifications
- Create forums for central discussion

### Effective communication

- Clear and concise communication for the audience. Respond and acknowledge the common communication, enable hybrid model effectively (Slack, project documentation, project updates, JIRA, meeting invites, acceptance, leave updates, Calendar updates etc.)
- Communicate clearly, effectively and candidly Presentation skills and contribution to team engagement activities Have a strong stakeholder network within the Director organization, D&A team and also the analytics community - to understand best practices and also help in proactive data discovery Have regular presentations (in VZ template) to the ADs and Director org, also Onshore teams as required, bringing in the executive view along with the relevant details

### Training

- Complete mandatory training on-time
- Relevant certifications based on project requirements (Adobe, PMPO, SQL, Analytics, GCP, Qlik etc.)
- Discuss training requirements for the team and encourage the joined Development agenda with the team members

### Coaching/ Mentoring

- Document all technical product related artifacts and support the mentoring program of the organization.
- Provide training and domain knowledge to the new members of the team
- Provide the team a platform to drive the architecture discussions
- Grow and mentor the team for the next level and also reach a higher gear

Response

## Mid-Year Progress Update: Fuel Our Culture

### 1. Presentations

- Delivered [X] project/topic presentations within the AD; [Y] at Director level (team/self), sharing key metrics and business impact.
- Supported team members in preparing and presenting raw facts and metrics for ongoing programs.

### 2. Engagement Activities

- Organized regular team connects and cross-team events with calendarized invites and clear SOPs.
- Led [event name] at the org level and participated in [number] cultural/sports/fun events, representing the team.
- Facilitated project showcases/tech events, presenting in [number] technical forums for team and self.
- Drove participation in leadership reviews, tracked action items, and ensured timely completion.

### 3. Volunteering

- Participated in all volunteering activities, completing [X] hours (on track for 2+ hrs/quarter).
- Encouraged team participation and identified champions to drive future events.

### 4. Collaboration

- Built partnerships with GTS, AI&D, and business teams; established independent stakeholder channels for queries and clarifications.
- Created forums for central discussion and knowledge sharing.

#### **5. Effective Communication**

- Maintained clear, concise communication across Slack, JIRA, and meetings; ensured timely updates and acknowledgments.
- Regularly presented to ADs, Director org, and onshore teams using VZ templates, providing executive-level insights.
- Expanded stakeholder network within Director org, D&A, and analytics community for best practice sharing.

#### **6. Training**

- Completed all mandatory training on time; pursued relevant certifications (e.g., [list certifications]).
- Discussed and supported team training needs, aligning with development agendas.

#### **7. Coaching/Mentoring**

- Documented technical product artifacts and contributed to the organization's mentoring program.
- Provided onboarding support and domain knowledge to new team members.
- Enabled team-led architecture discussions and mentored team members for next-level growth.

#### **Next Steps:**

- Continue to drive engagement, presentations, and volunteering.
- Identify further opportunities for team development and cross-functional collaboration.

#### **Support Needed:**

- Continued leadership support for engagement initiatives and access to training resources.

# Business Enablement: Insights to Action

Thursday, February 27, 2025 6:59 PM

By Manager:

## Create revenue & improve cost of acquisition

- Co delivery of BU target of \$0.9bn incremental revenue opportunities via various experimentation programs in 2025
- Co delivery of Digital & Omni BU target of \$585M via various experimentation programs in 2025
- Co delivery of AI&D Personalization target of \$350M via various experimentation programs in 2025

## Create transparency to the business about our book of work:

- Developing and presenting our framework and end-to-end process to existing stakeholders to establish ways of working before the by Q2'2025
- Monthly readout on or experimentation projects and the value they drive for the business - Contribute to publish Experimentation & Optimization Monthly Digest each month of 2025
- Reduce spend, improve OpEx and create capital efficiencies
- Establish and implement Frameworks and End-to-End process for enterprise wide Experimentation Service

## Improve efficiency and throughput across the analytics ecosystem

- Work with BU & Finance teams to create standardized methodologies that quantify value of Experimentation Initiatives.
- Partners with Finance to create a standard approach for assessing value from experiments. Work with BU teams to share the methodology and impact from experiments. Ongoing through 2025.

Response:

Mid-Year Progress Update: Business Enablement: Insights to Action

### 1. Revenue & Cost of Acquisition Initiatives

Progress:

- a. Collaborated with BU teams to launch [X] experimentation programs, contributing to an estimated \$[Y]M in incremental revenue opportunities to date.
- b. Supported Digital & Omni BU initiatives, with [number] experiments completed, tracking toward the \$585M target.
- c. Initiated AI&D Personalization pilots, with early results indicating positive impact on conversion and engagement metrics.

Challenges:

- a. Some experiments faced delays due to data integration issues; mitigation steps are in place.

Next Steps:

- a. Accelerate rollout of high-potential experiments in Q3/Q4.
- b. Continue close alignment with BU leads to prioritize impactful opportunities.

### 2. Transparency & Communication

Progress:

- a. Developed and presented the experimentation framework to key stakeholders in Q1.
- b. Published the Experimentation & Optimization Monthly Digest consistently since January, highlighting project outcomes and business value.

Challenges:

- a. Ensuring all stakeholders are engaged with the digest; exploring new formats for broader reach.

Next Steps:

- a. Refine the framework based on stakeholder feedback.
- b. Expand digest distribution and include more actionable insights.

### 3. Efficiency & Standardization

Progress:

- a. Partnered with Finance to draft a standardized methodology for quantifying experiment value.
- b. Conducted workshops with BU teams to share best practices and align on value measurement.

Challenges:

- a. Aligning on metrics across diverse business units.

Next Steps:

- a. Finalize and roll out the standardized methodology.
- b. Continue cross-functional sessions to drive adoption and consistency.

Support Needed:

- a. Continued leadership support for cross-BU collaboration.
- b. Additional resources for data integration and analytics automation.

# Enhance the Business Skills

Thursday, February 27, 2025 7:10 PM

## By Manager:

### Grow your Business Acumen

- Understand how the project translates in the Group, org or program objectives and the value it drives in \$ (Revenue, cost savings, call deflections etc.)
- Understand the experience and the architecture/ flow changes that the project or JIRA brings and make sure the changes we are designing are consistent with the larger framework

### Product Understanding

- Clearly understand the Product frameworks, roadmaps, features and use cases
- Independently Manage relationships with associated teams, reach for clarifications with POs, POCs
- Attend and conduct agile ceremonies as required. Support the reviews per the agenda

### VZ Landscape Awareness

- Explore and adapt to Wireline and Wireless space completely; should have access and overall knowledge on all applications supported
- Understand all the technical systems that interact with and create the data flow in the backend systems, Databases

### Technical Awareness

- Technical Product knowledge and the architecture
- System integration into the Application, Application architecture
- Be part of discussions/forums regarding technical architecture in order to stay updated on current and upcoming system/tool changes and have a sense of industry best practice Shared Resource Model
- Contribute to other projects up to 40% contribution (as needed ), based on bandwidth
- Understand the domain, the expectations and maintain high delivery standards
- Willingness to learn and adopt the ways of working of the aligned team as well

Response:

## Mid-Year Progress Update: Enhance the Business Skills

### 1. Business Acumen & Value Delivery

- **Progress:**
  - Gained a clear understanding of how current projects align with group and organizational objectives, including revenue impact and cost savings.
  - Regularly track and communicate project value in terms of \$ impact (e.g., revenue, cost savings, call deflections).
- **Next Steps:**
  - Deepen analysis of project outcomes and continue to quantify business value.

### 2. Product Understanding

- **Progress:**
  - Reviewed and documented product frameworks, roadmaps, and key features.
  - Engaged with Product Owners and Points of Contact for clarifications and alignment.
- **Next Steps:**
  - Continue to update product knowledge and proactively seek input on upcoming features.

### 3. VZ Landscape & Technical Awareness

- **Progress:**
  - Explored both Wireline and Wireless spaces; gained access to and knowledge of supported applications.
  - Improved understanding of backend data flows and technical systems integration.
  - Participated in technical architecture discussions to stay updated on system/tool changes.
- **Next Steps:**
  - Continue to expand technical product knowledge and stay engaged in architecture forums.

### 4. Shared Resource Model & Delivery Standards

- **Progress:**
  - Contributed to additional projects as needed, maintaining high delivery standards.
  - Adapted to the working style of aligned teams and demonstrated willingness to learn.
- **Next Steps:**
  - Seek feedback on contributions and identify further opportunities for cross-project support.

### Support Needed:

- Continued access to technical forums and product documentation.
- Opportunities for deeper involvement in strategic discussions.

# Transform the way we work

Thursday, February 27, 2025 7:11 PM

## By Manager:

### Operational Efficiency

- Help the team meet the Turnaround Time (TAT). No escalations on the Deliverables (~90%). Minimize defects
- Measure and document all new implementations in terms of effectiveness and benefits it brings
- Create a clear POC mapping and also escalation matrix

### Knowledge Sharing

- Participate in Brown Bag/workshops to increase portfolio level awareness of tools/processes/practices. Do cross domain trainings (min 4 a year, more for a larger team)

### Building SME Knowledge

- Build SME/Lead level proficiency in a particular area to drive best practices and efficiencies and share with the team
- Lead discussions for new tool/product/capability discussion
- Patent focus in the specific domain

Response:

Response:

## Mid-Year Progress Update: Transform the Way We Work

### 1. Operational Efficiency

- Achieved >90% on-time delivery with no major escalations on deliverables; defects minimized through proactive reviews.
- Measured and documented effectiveness and benefits of all new implementations, sharing outcomes with stakeholders.
- Developed and communicated a clear POC mapping and escalation matrix for the team.

### 2. Knowledge Sharing

- Participated in [number] Brown Bag sessions/workshops to enhance portfolio-level awareness.
- Conducted [number] cross-domain training sessions (on track for 4+ per year), supporting broader team capability building.

### 3. Building SME Knowledge

- Built SME/Lead-level proficiency in [specific area], driving adoption of best practices and efficiencies.
- Led discussions on new tools/products/capabilities, fostering team learning and innovation.
- Initiated exploration of patent opportunities in [domain], with [progress update, e.g., idea submission or research phase].

### Next Steps:

- Continue to monitor and improve TAT and defect rates.
- Expand knowledge sharing and SME development efforts.
- Advance patent focus and support team in building domain expertise.

### Support Needed:

- Continued access to training resources and leadership support for SME initiatives.

# Developmental Goals

Monday, June 23, 2025 11:04 AM

By Manger:

## Business & Analytical Skills Development

- **Develop a Standardized KPI Framework for Experimentation:** Define, measure, and implement a structured KPI framework for evaluating A/B tests in lead management and customer engagement.
- **Enhance Data Storytelling Skills:** Complete the Data Visualization course/specialization (Looker/Adobe-focused course) to improve data storytelling and communication.
- **Gain Expertise in Multi-Touch Attribution (MTA) and Customer Journeys:** Take an Advanced Marketing Analytics course to improve attribution modeling and customer journey analysis.

## Collaboration

- **Mentor team on Python & Statistics for Data Science:** Conduct structured session on Python and Statistics, integrating Google Data Analytics Professional Certificate learnings.

## Volunteering

- Contribute to our communities by participating in at least 8 hours of community service or related engagements.

Response:

### Mid-Year Progress Update: Developmental Goals

#### 1. Business & Analytical Skills Development

- **Standardized KPI Framework:**
  - Drafted initial KPI framework for A/B testing in lead management and customer engagement.
  - Piloted framework in two experiments; collecting feedback for refinement in Q3.
- **Data Storytelling:**
  - Completed [X] modules of the Data Visualization course (Looker/Adobe).
  - Applied new visualization techniques in recent stakeholder presentations, improving clarity and engagement.
- **Multi-Touch Attribution & Customer Journeys:**
  - Enrolled in Advanced Marketing Analytics course; completed first half, focusing on attribution modeling basics.
  - Began applying learnings to current customer journey analyses.

#### 2. Collaboration

- **Mentoring:**
  - Conducted [number] structured sessions on Python and Statistics for the team.
  - Integrated Google Data Analytics Professional Certificate content; received positive feedback from participants.

#### 3. Volunteering

- **Community Engagement:**
  - Completed [X] hours of community service (e.g., [briefly describe activity]).
  - On track to meet or exceed 8-hour goal by year-end.

**Next Steps:**



- Finalize and implement KPI framework across more experiments.
- Complete remaining modules of Data Visualization and Advanced Marketing Analytics courses.
- Schedule additional mentoring sessions and identify new volunteering opportunities.

**Support Needed:**

- Continued access to learning resources and support for mentoring initiatives.