

MVA 3.0

Agenda

1.0 Program Update (Chris Romstad)

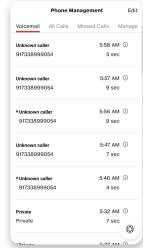
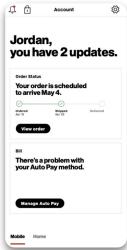
2.0 Applying Brand 3.0 to MVA (Brandy Bora)

3.0 App First Activation (Chris Romstad)

1.0

MVA 3.0 Journey

Building up to early '22 launch moment



October

Foundational Phase
MVP Integration
My Fios -> MVA 100%
Live for One VZ ID
Customers

November

Rollout Unified Account Dashboard (UAD)100%
Live for Wireless Only Customers

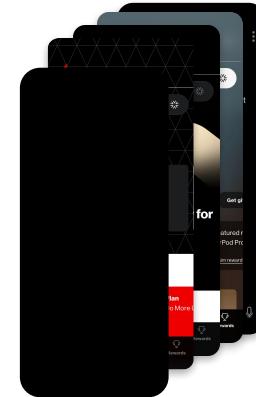
December

Integrate Fios Digital Voice & Internet Mgt



March 2022

Experiential Phase
Introduce Brand 3.0, new navigation, VZ Assistant integrating Fios



Sept 2022

Conversational Phase
Deliver differentiating capabilities, support demand gen & expand prospect experiences



Provide more human, personalized and seamless experiences for home & mobile connectivity with Verizon.

Plans, Promos & Sales	Billing & Payment	Account & Services	Assisted Experiences	Strategic Enablers
<ul style="list-style-type: none"><input checked="" type="radio"/> Onboarding<input checked="" type="radio"/> Fios Offer Redemption<input checked="" type="radio"/> Shop - Learn<input checked="" type="radio"/> Shop - Commerce<input checked="" type="radio"/> Shop - Accessories<input checked="" type="radio"/> Carts - Save & Smart Carts<input type="radio"/> Shop - Plans (Prospect)	<ul style="list-style-type: none"><input checked="" type="radio"/> Access (Bill & Core Support)<input checked="" type="radio"/> Billing Experience<input checked="" type="radio"/> Payments & Common Wallet	<ul style="list-style-type: none"><input checked="" type="radio"/> Authentication<input checked="" type="radio"/> Settings - Account<input checked="" type="radio"/> Plan Mgt (Existing)<input checked="" type="radio"/> Fios-Only<input checked="" type="radio"/> Settings - Profile<input checked="" type="radio"/> Loyalty<input checked="" type="radio"/> App-First Activation<input type="radio"/> Product Exp.	<ul style="list-style-type: none"><input checked="" type="radio"/> Contact Us<input checked="" type="radio"/> Chatbot<input checked="" type="radio"/> Search<input checked="" type="radio"/> Fios Chat Integration<input checked="" type="radio"/> Support & Troubleshooting<input checked="" type="radio"/> Retail	<ul style="list-style-type: none"><input checked="" type="radio"/> Integrated Navigation<input checked="" type="radio"/> Brand 3.0<input checked="" type="radio"/> Unified Next Best Action<input checked="" type="radio"/> Smart Link Integration<input type="radio"/> Integrated Community



MVA 3.0 Risks & Mitigation

Risk Area	Actions
Shop Digital Unification	Deep in discovery gathering data aligning on starting concept to support navigation, demand generation & experiential
'One Bot' Conversations	Leveraging '21 resources as 'down payment' while scoping & grooming to finish journey in '22
Loyalty Program Change	Evaluating changes & supporting Verizon Up Transformation approach
Brand 3.0	Discovery cycles, research & benchmarking; dependency & decisions on broader rebrand
App-First Activation	Rapid discovery: industry, technical, operational, legal & customer

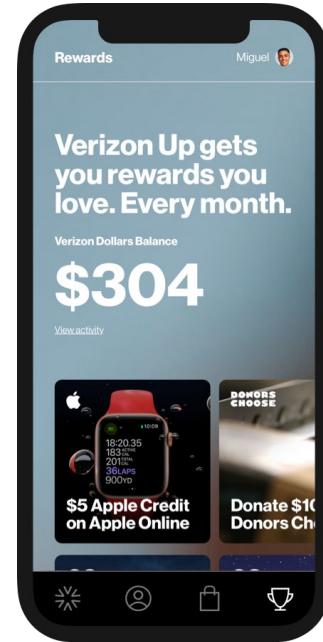
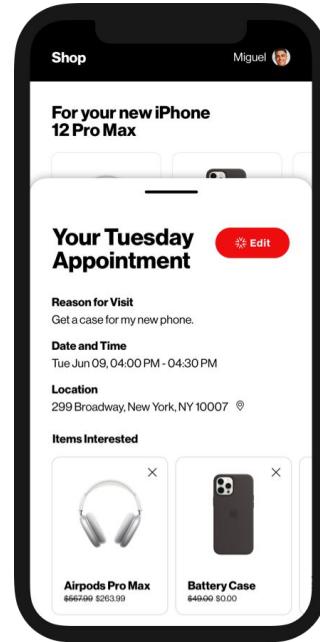
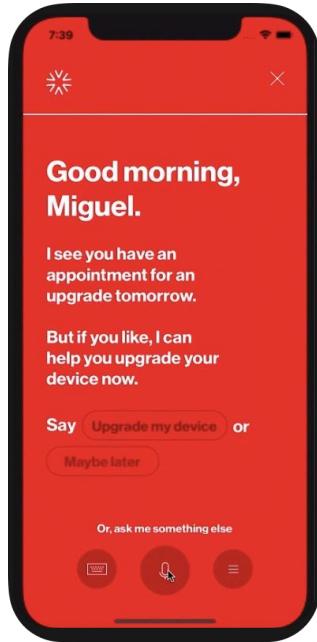


2.0

MVP Evolution

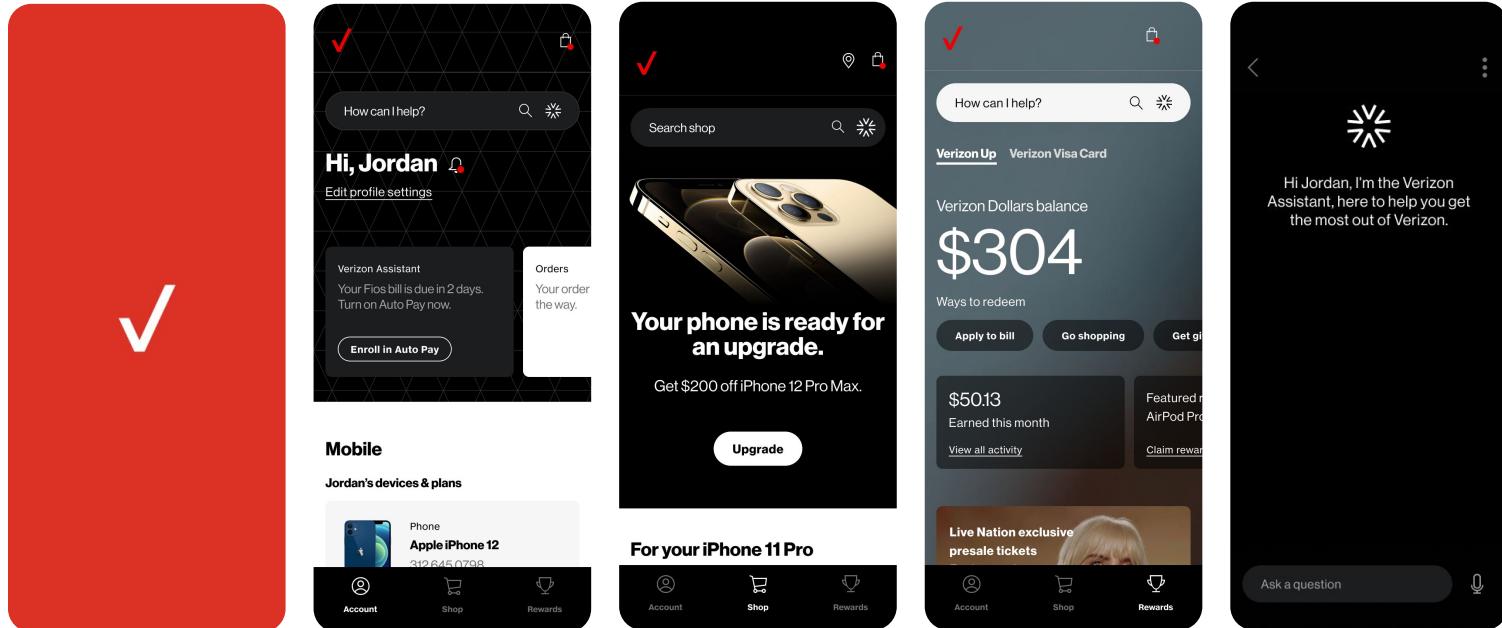
Initial Concept

The initial concept took incorporated early elements of the nascent 3.0 brand and explored a more simplified information architecture in the bottom tab bar navigation.



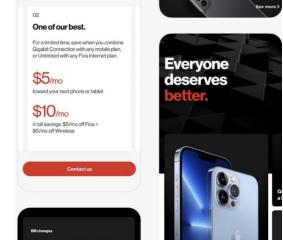
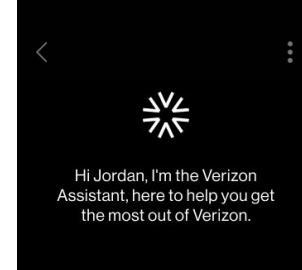
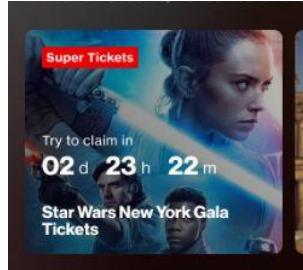
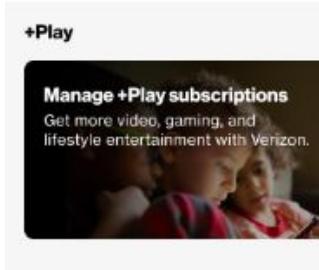
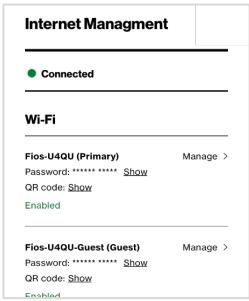
Revised Concept

This recommendation that reflects input from usability testing and Brand 3.0 alignment. These images were shared in detail with stakeholders and journey owners to prioritize into their workstreams Post MVP.



Key learnings

These represent major bodies of work that shape the March MVP and roadmap for 2022.



Fios Integration

Fios and wireless systems and structures are disparate at every level. Restructuring is critical to a lighter, more personalized experience.

MVP will contain Fios content separated from Mobile.

+ Categories

The strategy and presentation of the product categories is still in discussion.

MVP will present present points of entry to the +category pages from Account and Shop.

Rewards

The strategy is approved. The experience design is kicking off with a timeline that is very close to MVA 3.0.

MVP will present a Rewards section with reskinned UP experience and point of entry to Verizon Visa Card.

Assistant

Fios system and search integration are still in progress.

MVP will contain new point of entry and new brand styles.

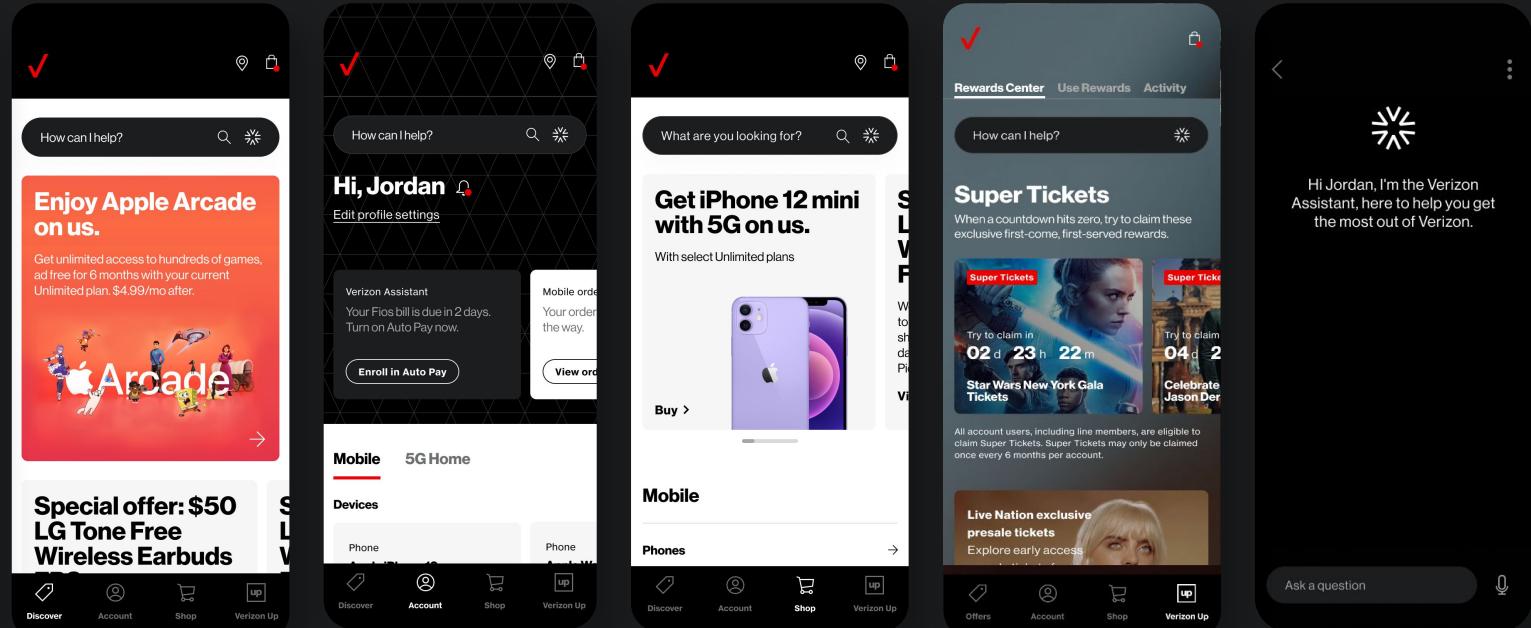
Brand Alignment

Decisions on attributes and common patterns affect the timing and methodology for development.

MVP will deliver brand styles and VDS components to for Mobile app and Responsive*

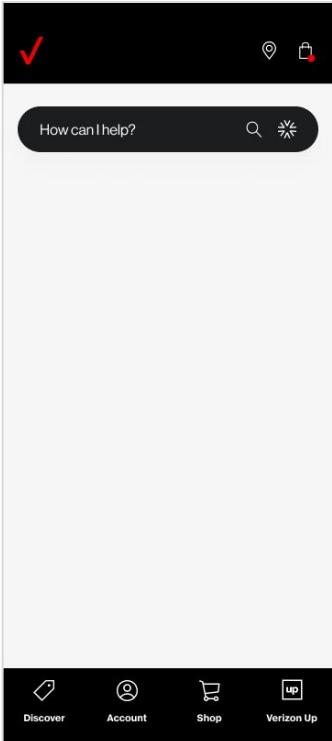
MVP March 2022

The MVA 3.0 MVP will introduce users to the updated brand for any combination of Home and Mobile users.



Top & Bottom Navigation Bars

App will retain current tab bar structure for launch, removing the overflow More menu and reorganizing items in the top navigation bar. All instances of Chat and search will migrate into the Support field.

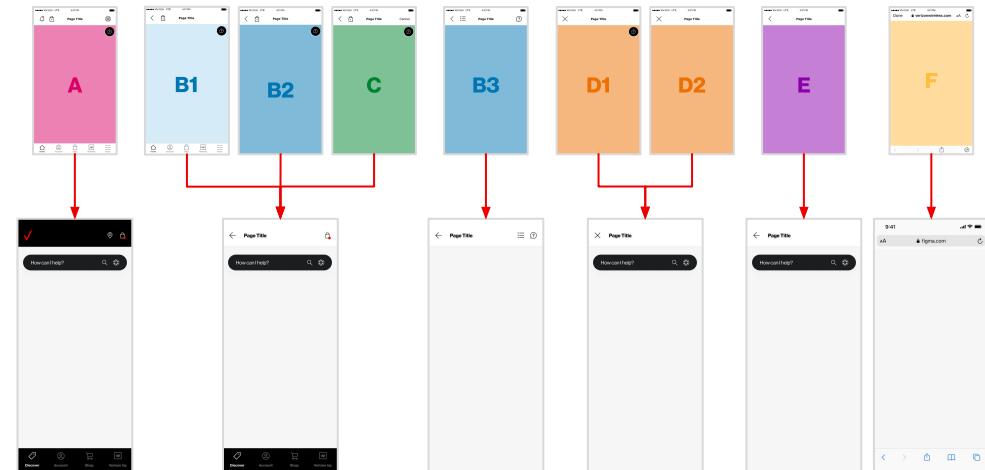


Top Bar

Appears at top. Reflects the relative location within a section. Presents global actions: Cart and Retail. Allows navigation to and away on interior pages.

Support field

Appears below top bar on all pages replacing where FAB is today. Includes search, Verizon Assistant, and live chat functionality.



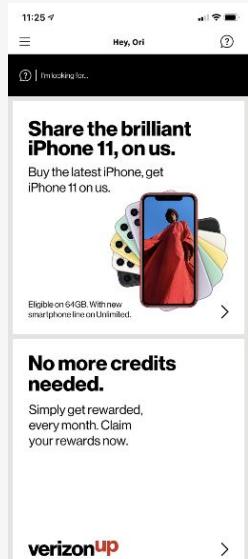
Bottom Bar

Aka tab bar. Presents primary sections of the app: Discover, Account, Shop, Verizon Up. Reflects the section a user is within at any given time.

The“Feed”

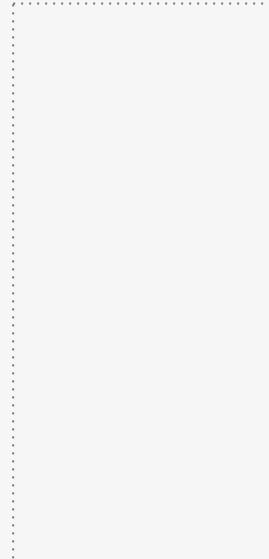
"Feed"

Post MVP, content will continue to transition out of the feed into the Account, Rewards, and Shop experiences.



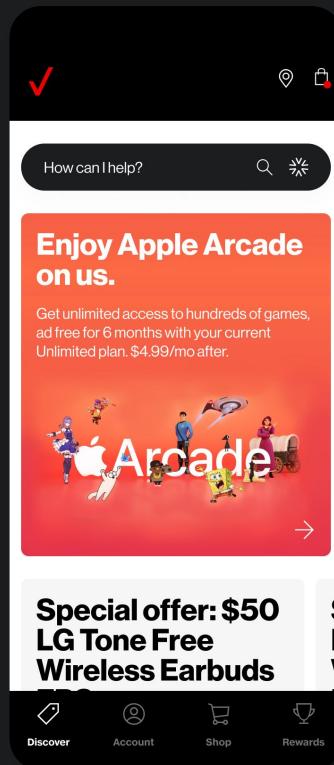
Current App

List with campaigns
% traffic
% Conversion



MVA 3.0 Proof of Concept

There was no feed in the Proof of Concept. The goal is to present personalized content in the context of User-focused actions: Manage, Pay, Shop, Support, Reward



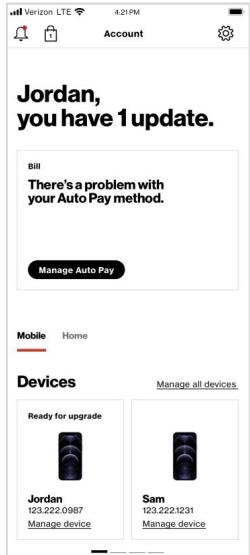
MVP

For our first release we will do a programmatic reskin of styles to ensure no loss of communications.

Account

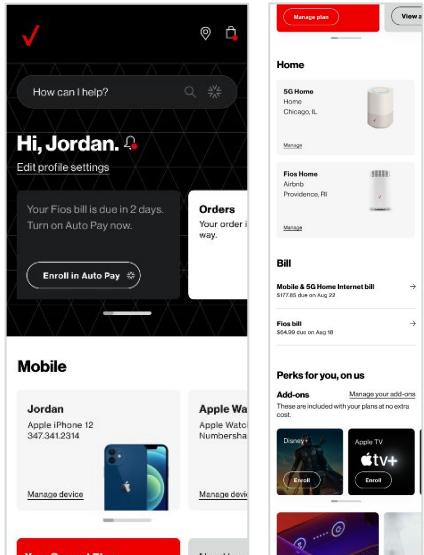
Account

MVP will continue to progress the Unified Account Dashboard concept with adjustment to the IA and the new brand applied.



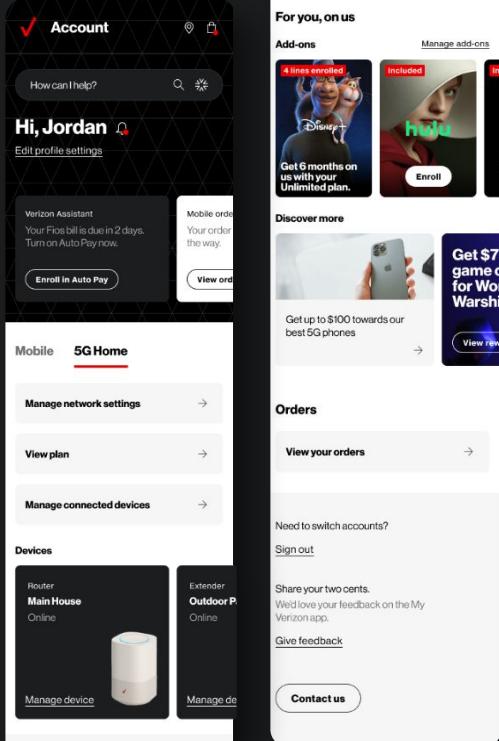
Current App

Aligned App and Web screen focused on devices, providing access to all account management actions.



MVA 3.0 Proof of Concept

Continuing the UAD concept, this view is focused on a single user, their devices and services. Recommendations are presented in the context of categories.



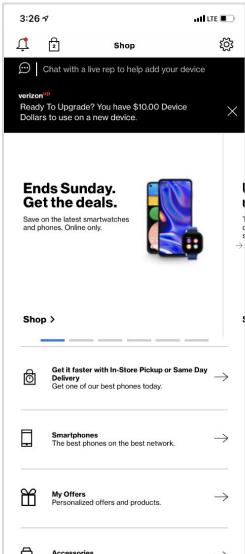
MVP

We will update the visual design patterns of UAD as well as the IA. There are specific items within this track that will be delivered in cycles post mvp.

Shop

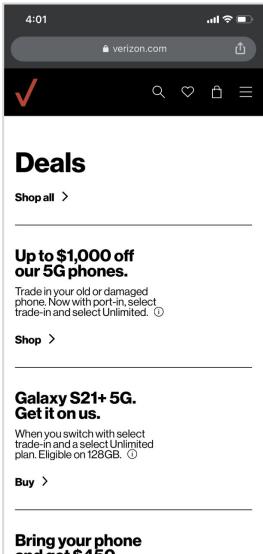
Shop

Integrate Fios and Accessory categories into the existing layout. Test and learn to find the right balance of promotional and navigational content.



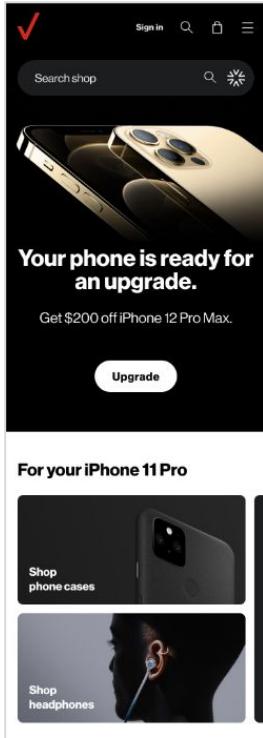
Current App

List with campaigns
(Higher conversion)



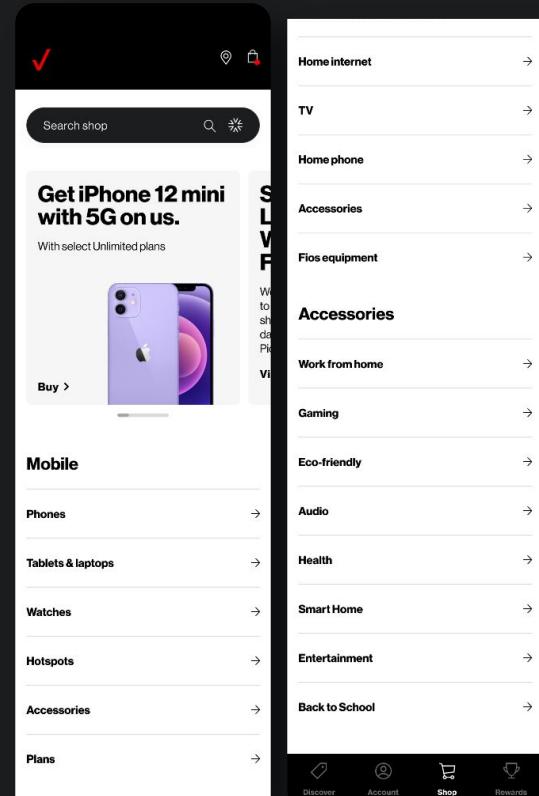
Current Web

Campaigns and list
(Higher volume)



MVA 3.0 Proof of Concept

Balance of campaigns,
personalized
recommendations, and
navigation.



MVP

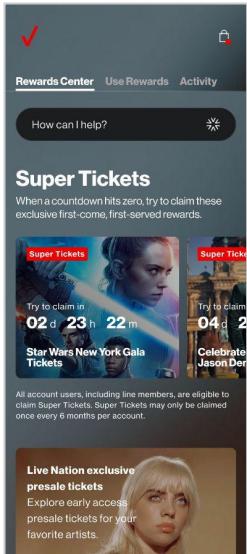
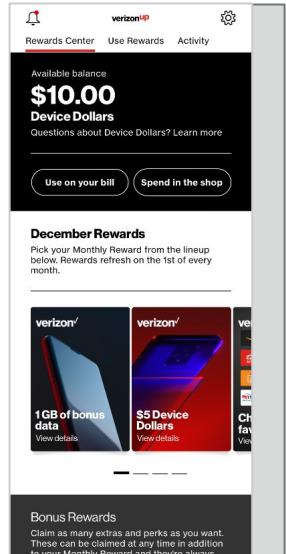
We'll update the row of promotions at the top and the directory below to support Home and Accessory categories.

Up

verizon[✓]

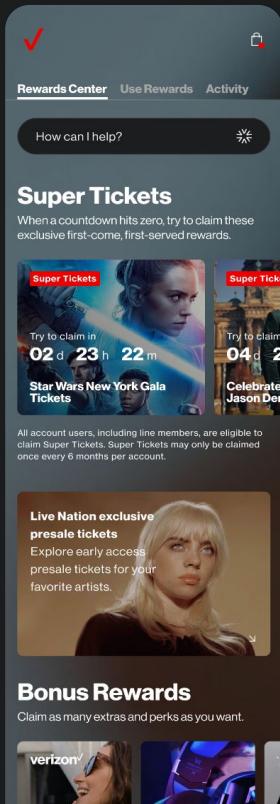
Up

Our early PoCs explored a unified approach to Rewards that tested well. The findings and visual design explorations will be shared with the UP team as they develop the new Up program.

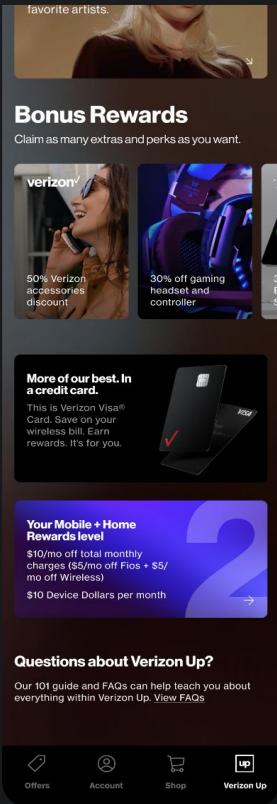


New UP (In Development)
Supertickets
Offers
Bonus Rewards
Visa Credit Card

Current Experience
Device Dollars
monthly rewards
Supertickets
Visa Card



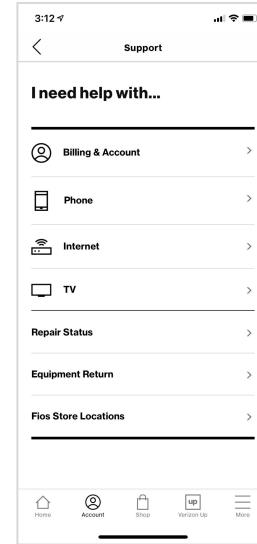
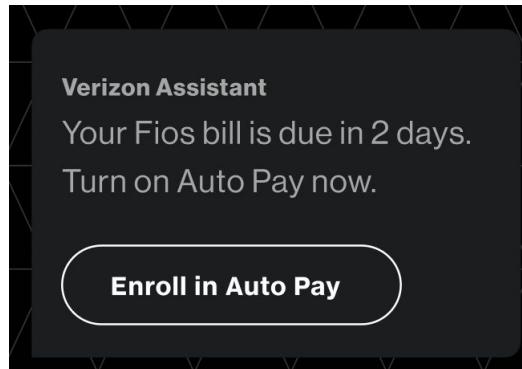
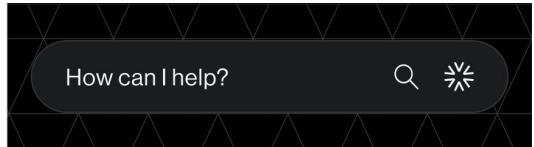
MVA 3.0 MVP
Reskin of current experience as Rewards transitions into new experience.



Support

Support

MVP will present the new Support field as the start to a centralized point of entry for support for Mobile and 5G.



Field

For MVP, we will start testing simplified access to conversational & assisted experiences, offering an added level of personalized support across the app

Proactive

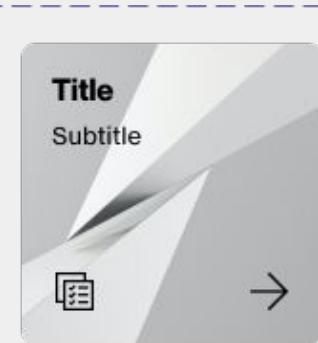
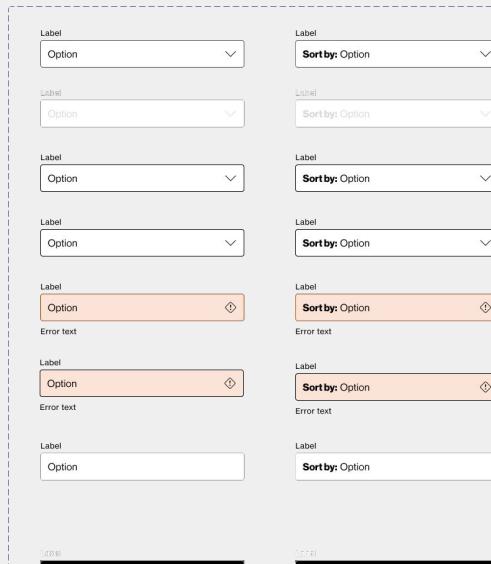
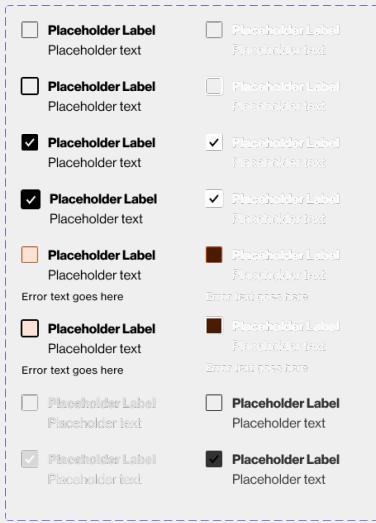
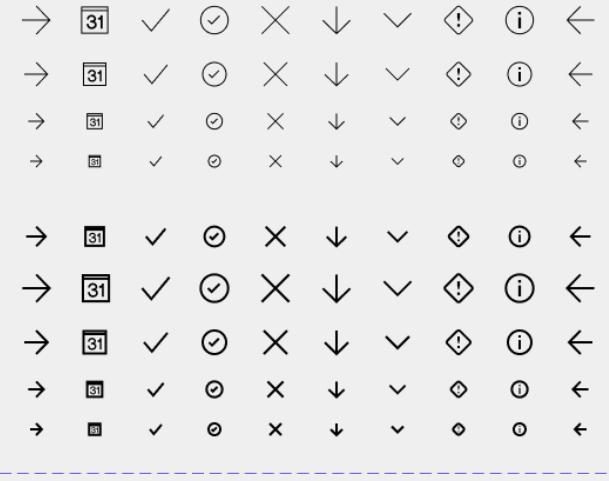
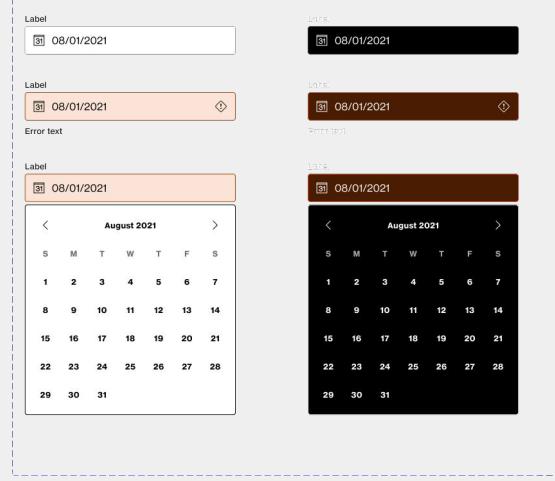
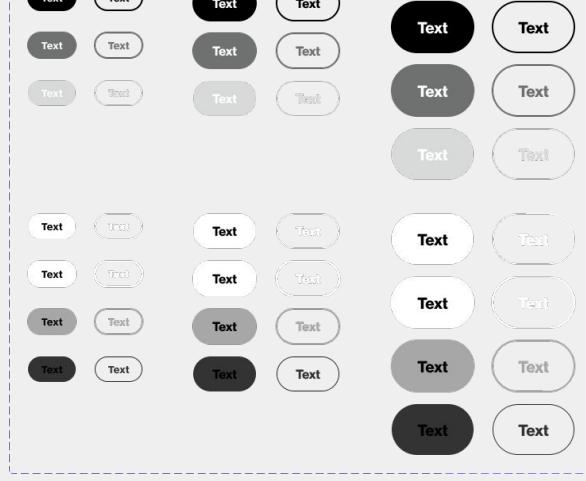
For MVP we will test 5 intents using the proactive "Assistant widget."

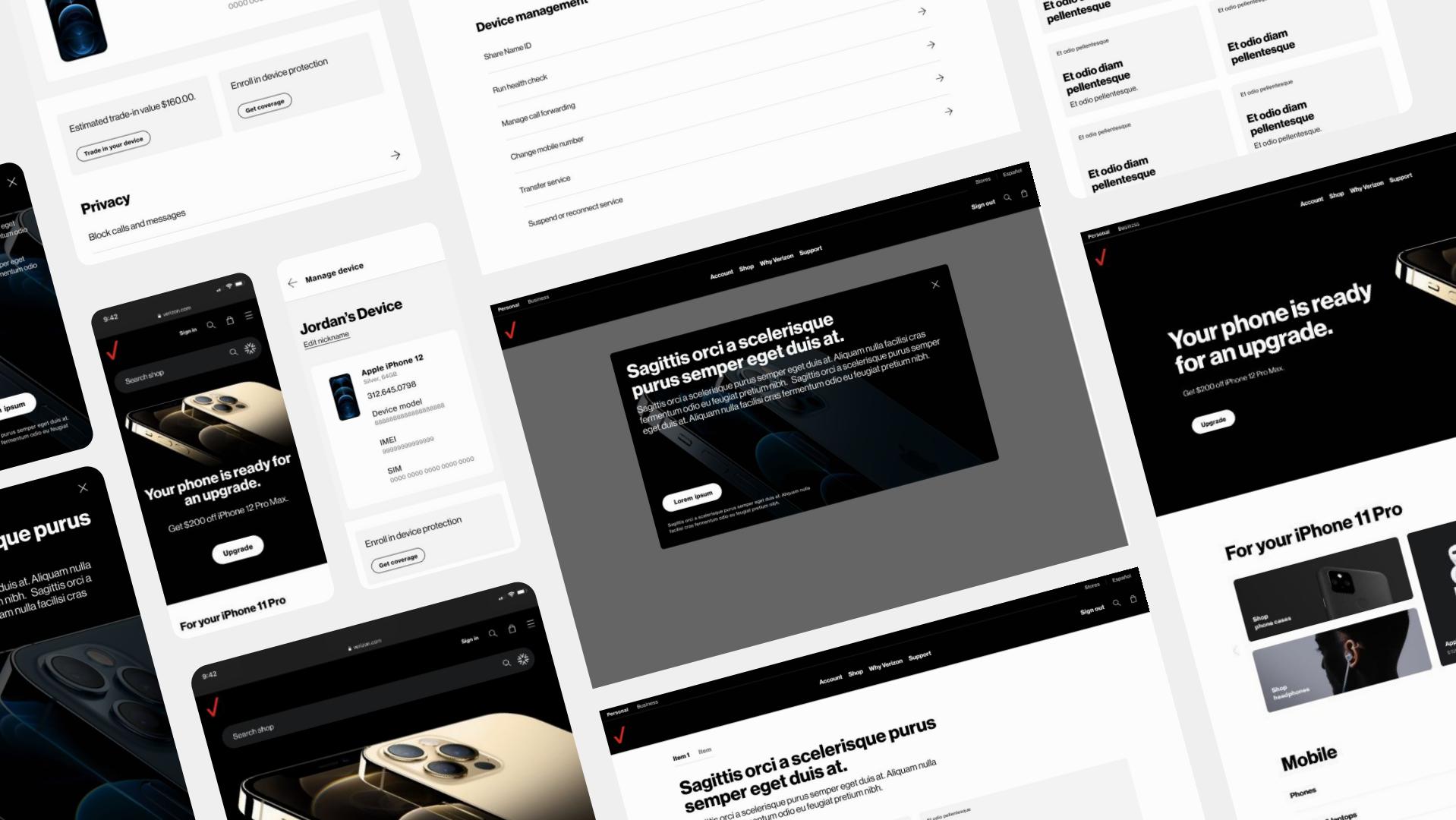
- Welcome (First use)
- Billing
- Account Maintenance
- Upgrade
- Troubleshooting

Fios Support & FAQs

For MVP, BAU Fios Support and FAQs will be accessed from the Fios account page as we continue to integrate content into the shared support features.

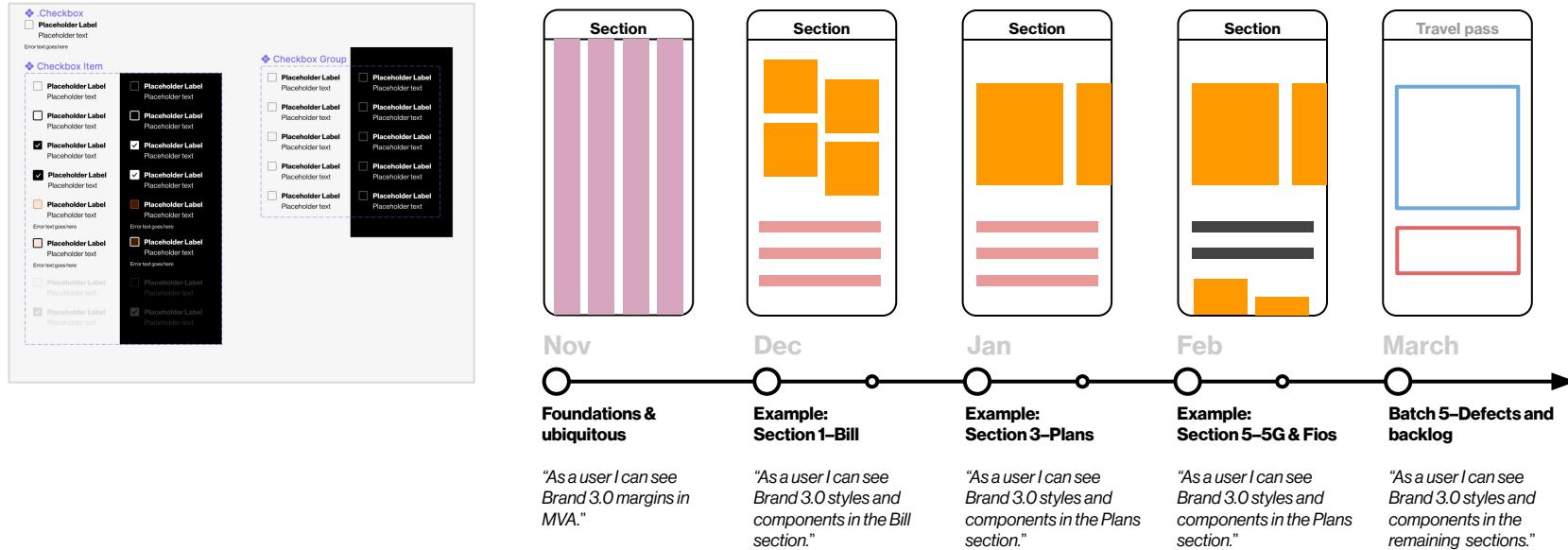
Next Steps: Rebranding at scale



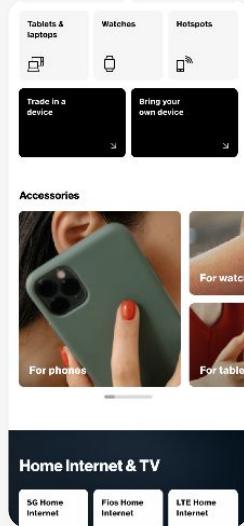


Process overview

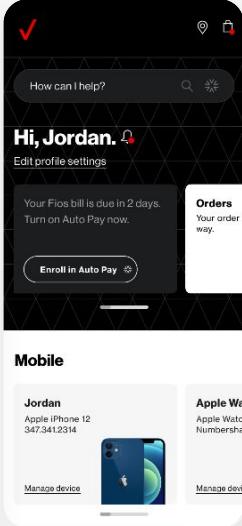
We will begin the rebranding process in November, working to update the shared styles and components in batches over the end of 2021 and at the beginning of 2022.



Types of rebranding work



Shop landing page
New (concept)



Account landing page
Re-architected

A screenshot of a mobile application's bill details page. It shows a header for 'Mobile & 5G Home bill' with a back arrow. The main content area displays the bill amount (\$144.52 due in 6 days on August 22), payment options ('Pay now', 'Manage Auto Pay', 'Make a payment arrangement'), and a 'Details' section listing balance adjustments and device usage. The right side of the screen contains placeholder text 'Lorem ipsum.' and a night cityscape image.

Bill details page
simple reskin

A screenshot of a mobile application's offers page. It has a header for 'Mobile & 5G Home bill' with a back arrow. The main content area contains placeholder text 'Lorem ipsum.' and a night cityscape image. The right side of the screen contains placeholder text 'Lorem ipsum do or sit amet' and a section for device usage statistics: '## days', '## hours', '## mins', and '## secs'.

Offers page
complex reskin

New & Re-architected

Visual, interaction, or page requirements are different enough to require more unique focus and attention. Each page has its own stories. New layout and/or content that requires more specific attention for MVP process.

Note: These require detailed drawings

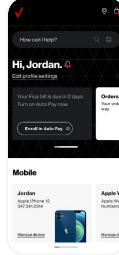
Reskin-simple & complex

Sections may have a single story. A simple reskin mean updating styles on existing layouts and swapping any components. Some experiences will be classified as “complex” reskinning efforts as they will require major overhauls to content shapes, page hierarchies, and layout.

Note: These should not require detailed drawings.

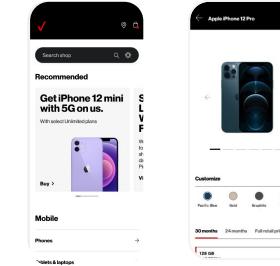
Scale of Rebranding

New or
Re-architected
10%



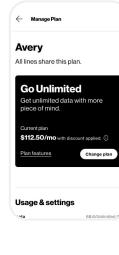
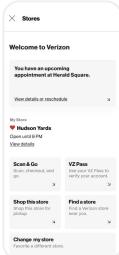
Launcher
Onboarding
Account Landing Screen
Assistant
Fios landing
5G landing
Devices
Device Details
Profile Settings

Complex
Reskin
10%



Shop screens
UP
Recommended
Feed

Simple
Reskin
80%



Retail Mode
Retail Section
Bill Section
Plans Section
Terms & Conditions
Program Details
Settings
Product PDPs
Interstitials
Confirmations

Basic Mapping Process for Reskinning

Once the visual design system is defined and examples are created, we can begin to update the current build at scale by mapping instances of the old to the new, iteratively until the new system replaces the old.



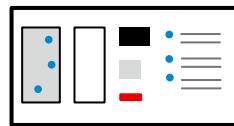
Define the scope

Break up the work into epics and stories that align with major Sections > Flows > Features > screens.



Assign Mapping teams

Identify the team for rebranding any screen. This team will work together to do the mapping and review the work.



Map

Working in batches based on VDS delivery, go through the screens in the defined scope and map existing styles and components to the updates across template (MV3.0) and component (VDS) work, flagging any missing items or questions.

Iterate until complete.



Review

Flag any questions or challenges to review with the section's reviewers. Tag individual reviewers when possible and review formally weekly until complete.



VQA

When GTS determines an experience is ready, mappers will also VQA the same screens they mapped. Looking at the components and styles that are in production.

Visual defects are of higher priority in this work than most other programs.

Define the scope

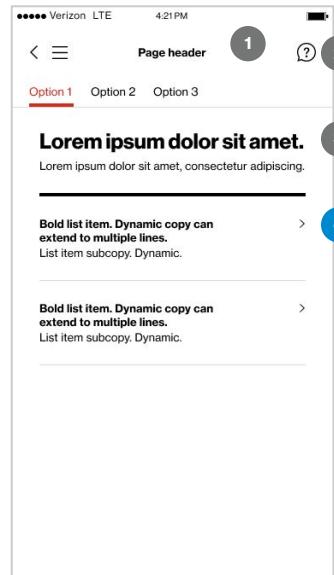
Break up the work into epics and stories that align with major Sections > Flows > Features.

Team A	Team B	Team C
Ubiquitous Welcome (First Use) Onboarding Sign In Forgot Password Sign Out One-VZID Zen Key Tab Bar Header Navigation Feedback Disconnect	Account Device Management Manage Plan International Plan Mobile/5G Home Bill Fios Bill Payment / PP / PA Common wallet Auto Pay, PFB enroll.	Mobile & 5G Shop (Existing customer) Gridwall PDP Details Ratings Upgrade AAL Cart & Checkout
5G Self install Device Management Plan Management	Fios Shop (Existing customer) Product pages Cart & Checkout	Shop (Prospect customer) Learn Compare
Fios Self install Device Management Plan Management Native tools for troubleshooting Reskinning HNP Parental controls	Ubiquitous Profile/ settings Offers & Redemptions Chatbot / Digital assistant	Up & Visa Card Landing page Rewards Details Visa Card Learn Page
		Content mng. Feed cards Snack bar - Fios
		Retail Store locator Store map & list Store detail Store Mode
		Messaging Notifications Account history Push notifications
		Support Contact us HNP contact us Asurion Journey handoff
		NOT IN SCOPE New features and pages are not in scope of the reskinning process as they are handled by separate epics and stories. Ex: We will reskin BAU Shop Landing Page as a fallback while we build NEW SLP in a separate epic.

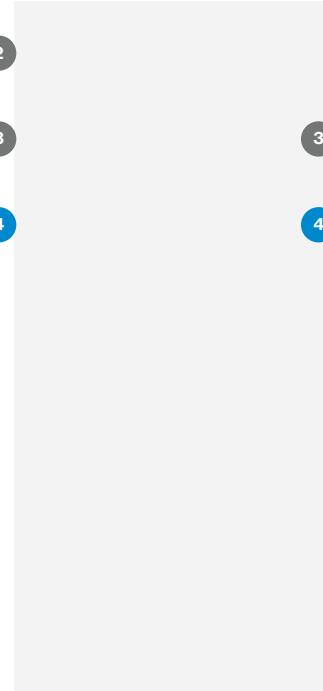
Bill Landing Page

path > path > path > path
JIRA Story

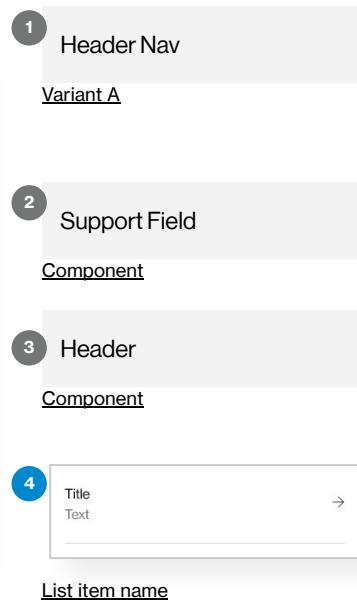
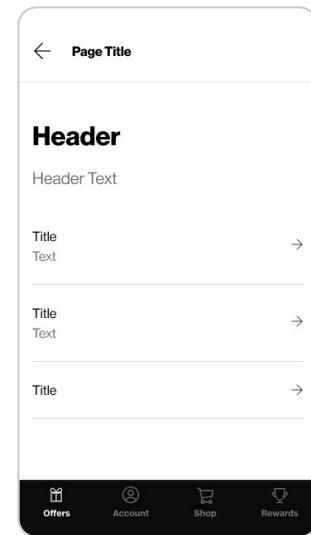
MVA Screenshot



MVO Screenshot

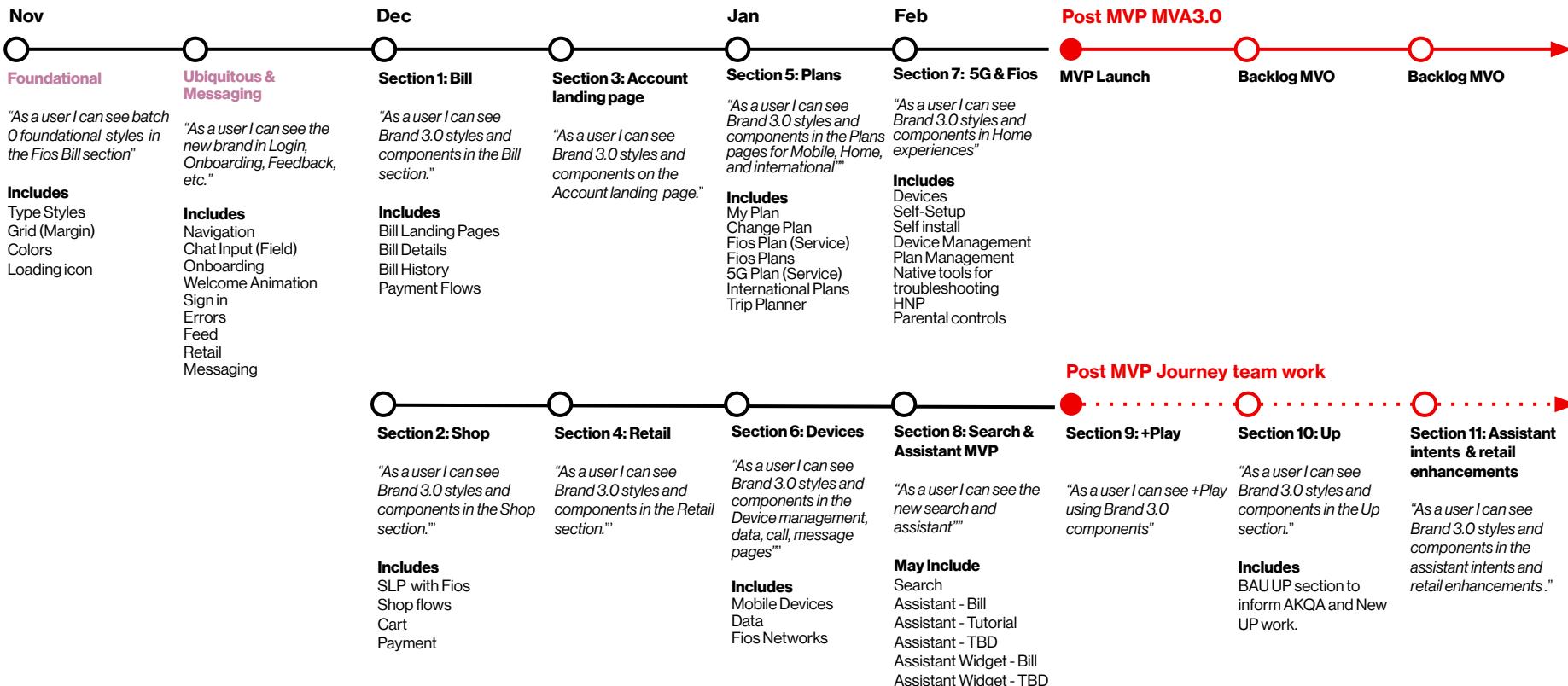


Layout: Basic List



Design Timing

MVA 3.0 will start with foundational items first, then shared/ubiquitous items before proceeding with individual sections.



Next Steps

- Update Verizon Design System component library (Native and Responsive Web)
- Refine Shop ‘MLE’ for Digital Unification (if necessary)
- Assign Mapping Teams & get started mapping, reviewing & VQA
- Finish connecting ‘Design Timing’ approach to MVA’s agile delivery schedule
- Secure & stand up front end developers to execute Brand refresh within MVA 3.0 (Native and Responsive Web Screens)

3.0

App-First Activation

Drive Digital Adoption & Personalization

App First Activation is implementing a Digital first business model, where prospects and customers can seamlessly learn, buy, get and activate, mobile-first with MVA at the center, including seamless connection to live channels

Customer Objective:

Access all that Verizon has to offer.

Business Objective:

Drive 100% adoption of the My Verizon App at the individual user level to increase customer satisfaction, growth, efficiencies & loyalty.

Adoption Opportunity:

MVA service activation as an accelerator to adoption & personalized onboarding support, network activation, number porting, sim/esim, etc.

Profile-based Personalization

Having a profile to interact with Verizon's digital ecosystem will allow any person using the Verizon network to get the most out of their Verizon relationship, even if they are not the Account Owner or Account Manager.

Digital First Experiences

Building an onramp via MVA can advance our ability to personalize experiences & ultimately simplify journeys & interactions across touchpoints. The most convenient way to connect with Verizon while providing the individualized attention that customers expect from a premium brand.

MVA 3.0

Leverage the launch of the new app to introduce & test experiences changes that will continue to advance digital adoption. Customers will benefit from seamless support & smarter shopping experiences. Improved navigation and discoverability of unified Mobile+Home touchpoints & experience simplification.



Active App Users have powerful trends across sales, calls & sentiment

Shop

Customers are increasingly leveraging MVA to Shop, with sales via MVA up +32% YTD Y/Y vs. +7% for Digital overall

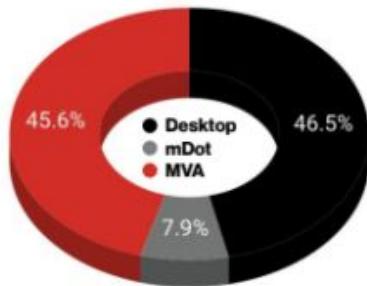
Engage

Call-in rates from MVA users are declining M/M/M and in September, were 2.27% vs. 2.44% for Digital overall

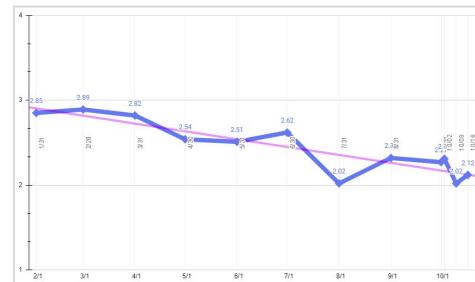
Customer Sentiment

Engaged customers in MVA continue to score higher in our NPS measures, 41 vs. 27

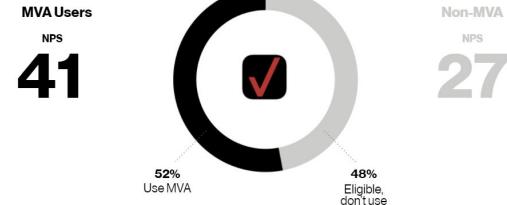
App Sales Channel Mix



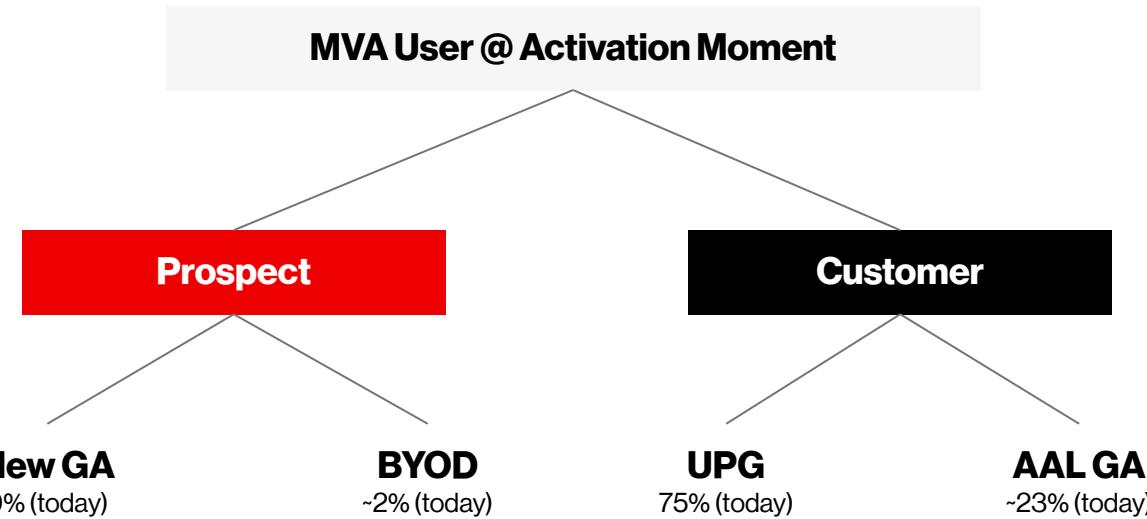
MVA Call-in Rate



NPS



MVA & App-First Activation: Segments



Working to Answer Critical Questions

1 Operations & People Impact

Present & Past

- Visible - UX - Suman Samuk
- Voyager - non-viable '18

Process (As-Is)

- Retail - Allison McKaney & Leigh Anne Lanier
- Customer Service - Brian Bennett
- Digital - E. Kibler & V. Vohra

2 Technical Feasibility

Technical

- Activation Audits - link
- Visible - technical architecture
- Device Tech - link pending
- Network - Rachna Lamba
- Profiles Platform - Tony Uhl

3 Postpaid Legality

Legal & Compliance

- Developers Agreement - Jessica Jacob
- Supply Chain - Lawrence Tilli
- Apple / Android Terms - Lacy Kennedy

4 Size the Opportunity

Data & Measurement

- App Funnel - Elaine Huang
 - See next slide

5 Push What's Possible

Ideation

- Prospect Exp. - Inspiration & Approach - Danielle Voss
- 'Join VZ' Purchase - Concepting - Kevin Dixon
- Unified Activation - Preliminary App Sketches - Brandy Bora

6 Push the Pace

Engagement Strategy

- Accelerators - Innovation Researching

Scalability

- Flows: 'Join VZ', Device + eSim
- Select Markets



Next Steps

We'll continue to monitor the MVP Production rollout with customer data reviews. The teams are focused on the delivery of the Experiential & Conversational phases for Q1 2022 Launch.

Dec Experience Review

- **Experience Demo**
 - Internet Mgt & Fios Digital Voice
- **Risks - Progress Updates, Resources & Decisions**
 - Brand 3.0 - design approach deeply connected into MVA plan
 - Shop digital unification alignment
 - 'One Bot' clearer view of resources to fully enable
 - Verizon Up Transformation experience & integration points
- **App-First Activation**
 - Clearer view of what is possible & resource needs
 - Transition from discovery to planning & designing
 - Network activation moment
 - Broader journey view & opportunity





Sizing the Opportunity & Defining Success

