Elevate Use Strategy

Increase engagement by creating a more action-oriented experience that elevates the <u>things a user can do over</u> the things they have.

1. Use Strategy

2. IA & UI

3. Content

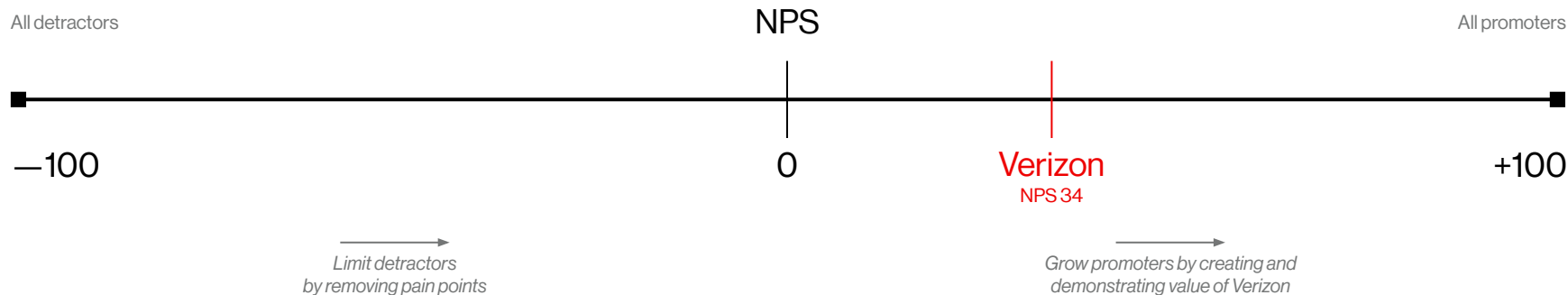4. Product Integration

5. Ecosystem

6. Appendix

Context &
Background

This section was originally made to....

Our Digital experiences do not fully communicate the true value of Verizon.

Current experiences double-down on limiting detractors, not growing promoters.

All detractors

NPS

All promoters

—100

0

Verizon
NPS 34

+100

*Limit detractors
by removing pain points*

*Grow promoters by creating and
demonstrating value of Verizon*

Our users don't love us

They see their relations to us as occasional transaction, not as interactions that are part of a continuous value stream

Transactional

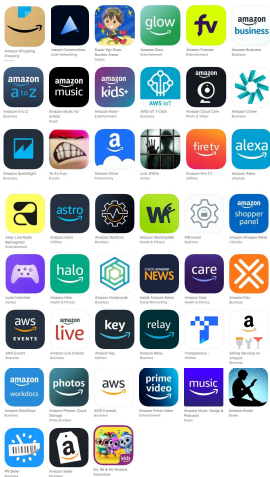Utilities focus on **pay** (bill triage) & **support** functionality (report outage)
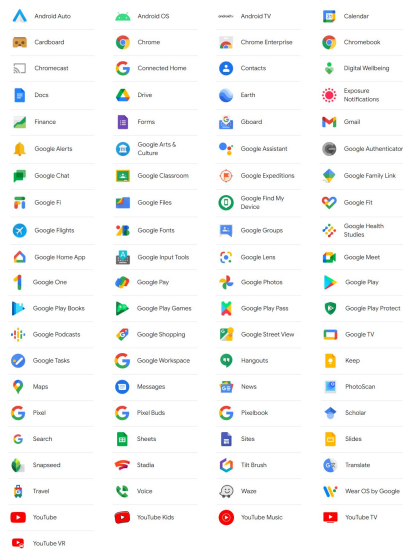
ConEd **NPS 1**

PSE&G **NPS -1**

Relational

Tech companies focus on **use** (read a book)

Amazon **NPS 51**
(45+ apps)
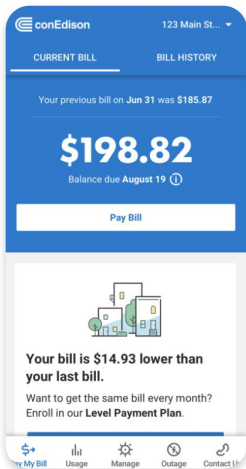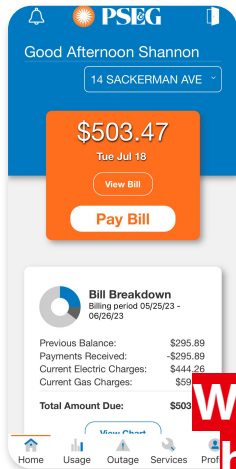

Google **NPS 46**
(84+ apps)

We don't deliver value

We want our users to love engaging with us because we deliver continuous value.

ConEd

PSE&G

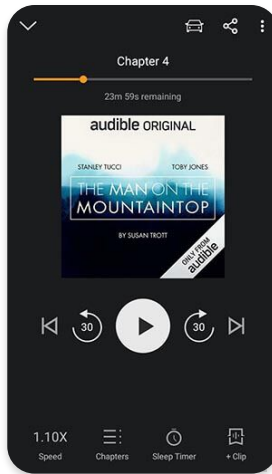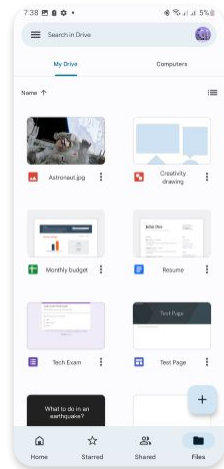**Amazon**

Google

We are here

Account Management

Use

Users don't love Amazon & Google because they make it easy to pay the bill.

They **love** them because their products deliver **value** through meaningful use experiences.

A Use focus elevates actions that encourage discoverability and organic engagement.

Actions
Pay Bill
Test network speed
Check device health
Filter calls
Rename network & password
Plan an international trip

Features
Bill
Device Management
Speed Test
Device Health Check
Trip Planner

Account Management

Welcome, Nat.

Notification

Notification

Mobile Home

Subsection

Subsection

Subsection

Subsection

Subsection

D **A** U S ...

Use

My Network ⌄

Connected
Drapiza House

Action Action Action

Action Action

Action Action Action

Get the most of your network

Service Feature Product Perk

A M **H** S ...

✓
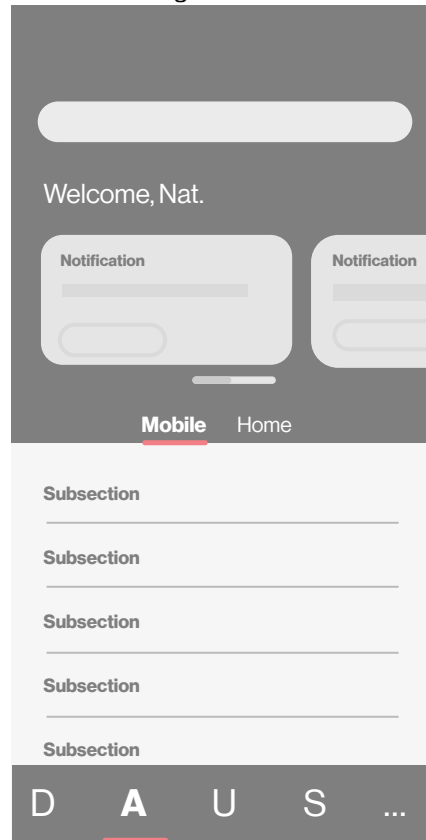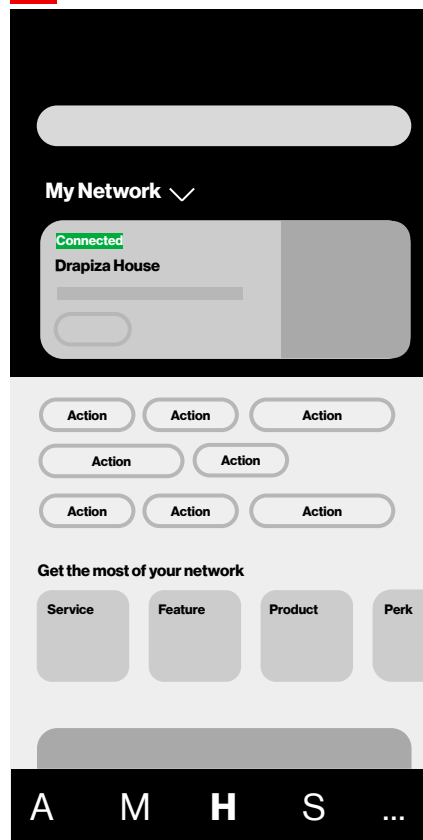
Use Strategy

This strategy was created to radically address digital engagement.

Nail the foundations

Meet customer expectations with seamless fundamentals across Verizon experiences.

Make new users

Simplify access & ability for prospects & all customers across the full base to access our products, services & experiences.

Elevate existing value

Anchor experiences on Personal Networks and Devices elevating actions and features that deliver value on the network.

Create new ways to engage

Test into new concepts and leverage partnerships both timely and evergreen .

Build equity & Mindshare

Create contextual opportunities to demonstrate value of the service, network excellence, and best product-fit "for you."

We need to find more engagment

Our engagement comes from regular, repeatable transaction...we've maxed out.

Engagement
Opportunity

**Current
Engagement**

Learn
Plans
Perks

Buy
Plans
Add-ons
Devices
Accessories
Retail

Get
Home Self-setup

Use
Account Management

Pay
Bill

Support
Verizon Assistant
FAQs
Troubleshooting
Saleschat
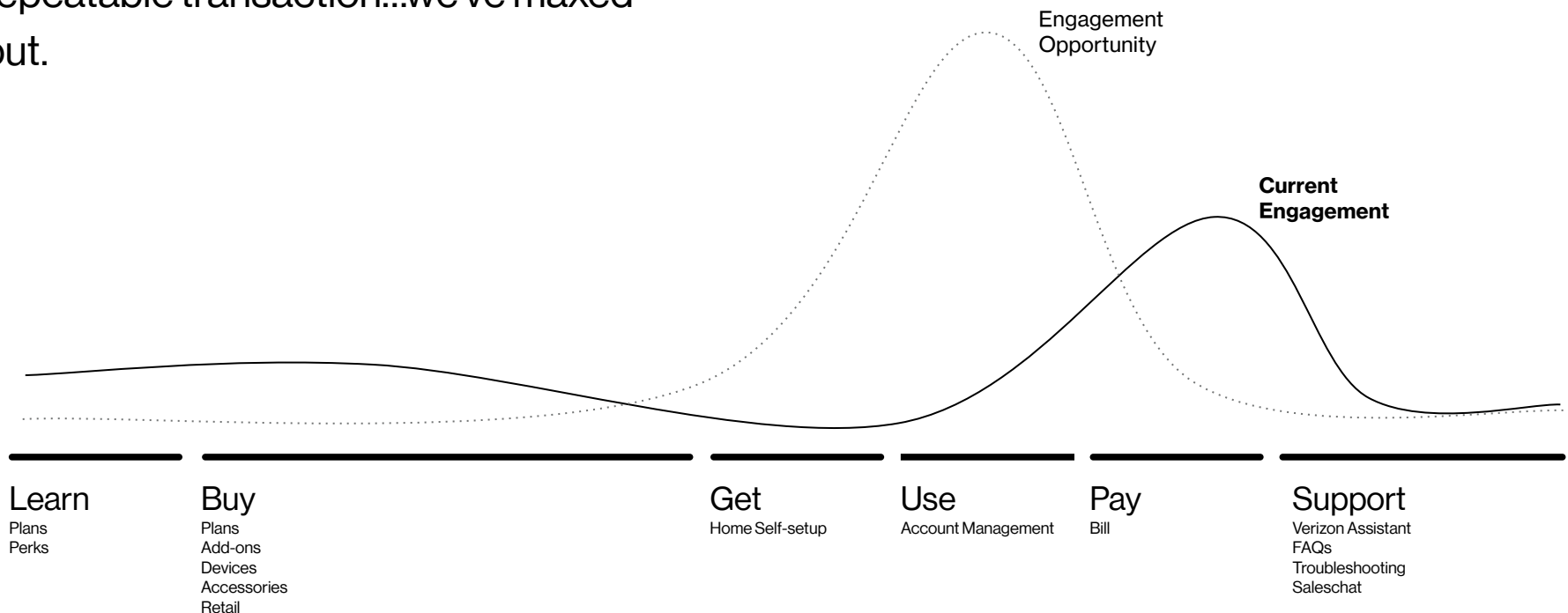
Tomorrow, we focus our experience on Use to increase meaningful engagement, deliver value, and build brand equity.
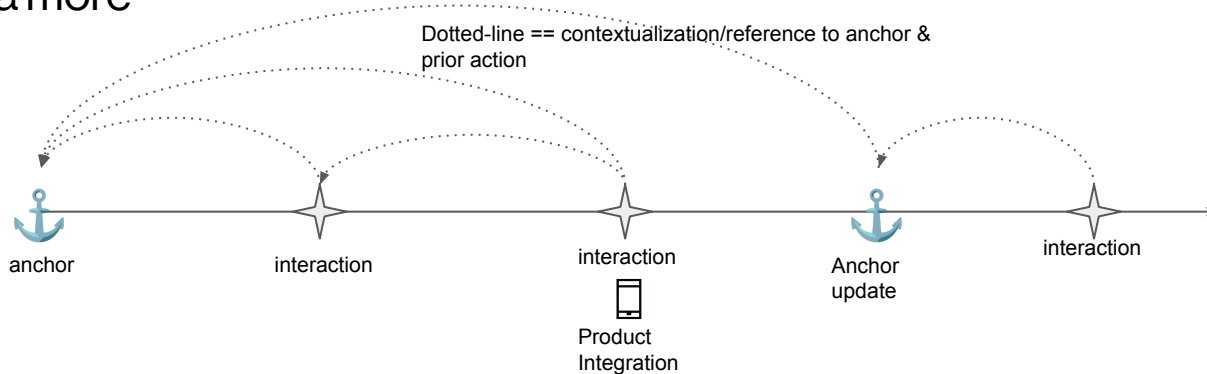
Engagement Opportunity

Current Engagement

Learn
Home & Mobile
Value of Verizon
Plans
Products & Services
Devices
Offers
Prospect

Buy
Home & Mobile
Plans
Products & services
Perks etc.
Devices
Accessories
Retail

Get
Onboard
Free Trial
Self-setup

Use
Speed Test
Device Health Check
Wifi Management
Watch TV
File Claims
Set Parental Control
Location

Pay
Bill

Support
Verizon Assistant
FAQs
Troubleshooting
Saleschat
Search
Community
Education

The Use strategy has 3 facets that work together to achieve a more

Dotted-line == contextualization/reference to anchor & prior action

anchor

interaction

interaction

Product Integration

Anchor update

interaction

Anchor

About the IA...40/60 model.

Action

About the copywriting...Shift from this is what you have to This is what you can do.

Integrate and Elevate

About product integration

Anchor views with a hero element onto which related content and actions are grounded to establish a clear, cascading hierarchy.

Chunk content by type, varying the UI to reinforce metaphors:
Actions
Features
Subsections
Information
Offers & Recommendations

Anatomy of a page

Transform our use proposition from **indirect & passive** to **direct & actionable** in both language and offerings.

Less
"Here's *our offer.*"

more
"Here's what *you can do!*"

- Use actionable verbs at the start of our propositions
- Lead with the value.
- Give clear directions

Ask:
What does the service do or why should I do it here & now?

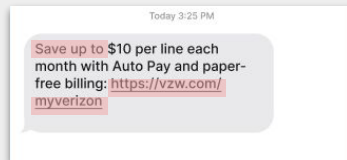If I'm the customer, can I take this action?

👎 **Less**

Unactionable verbs like "Save more, We offer, etc.
They make our value propositions Impersonal/passive

Making the user guess what to do next
Make next steps obvious

Example:

👍 **More**

Actionable verbs like "Enroll, get, etc."
Show the user that our value prop is theirs for the taking

Give clear steps of what do do
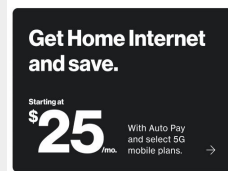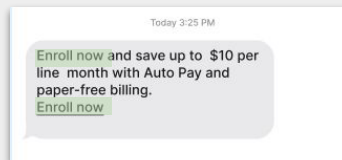*Make next steps obvious*

Example:

👎 **Less**

Burying the value prop
Make sure the benefit is clear, true & actionable for user

Don't assume the customer understands internal KPIs

Example:

👍 **More**

Bring the value upfront

Explaining the benefit of what we offer

Example:
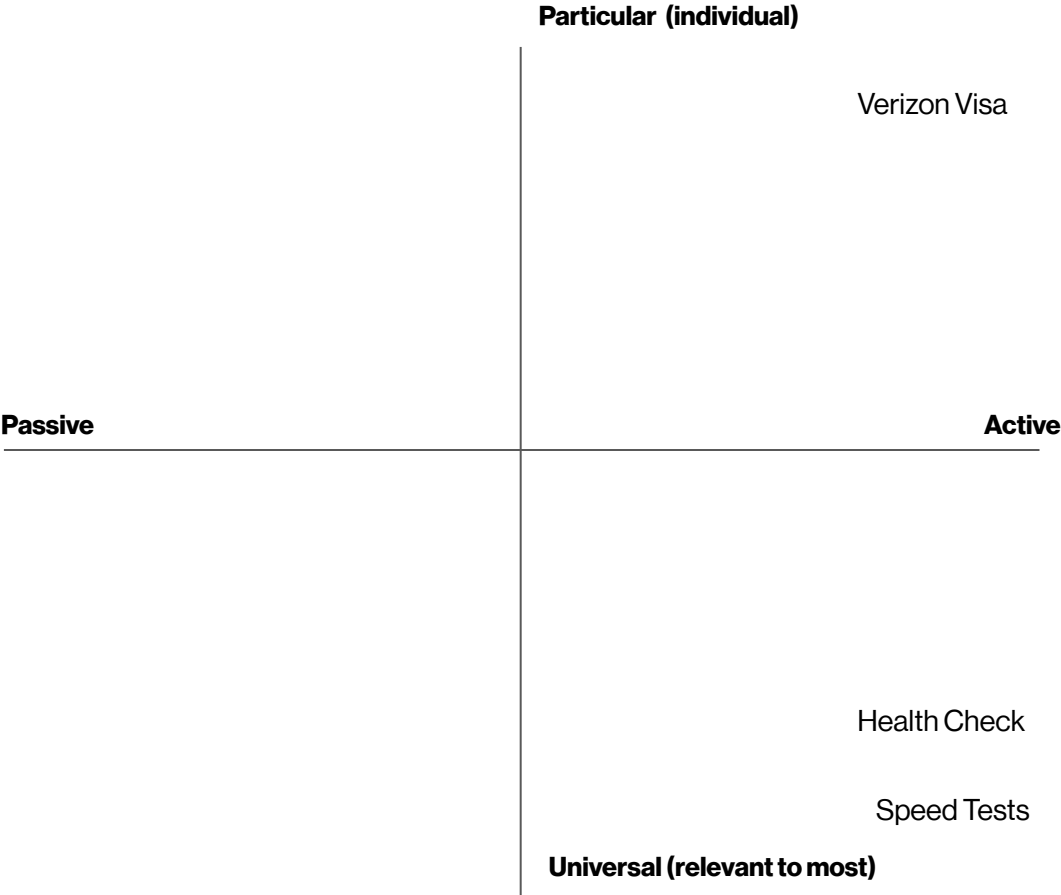
Find ways to focus on the "Do" disambiguate different types of features, elevating actions.

Speed Tests
Travel Pass
Health Check
Security Dash
Verizon Visa

etc.

Particular (individual)

Verizon Visa

Passive   **Active**

Health Check

Speed Tests

Universal (relevant to most)

Integrate services that add value to the user as well as the service revenue & customer lifetime value...
Whats the one piece of information that connects users to the service? What apis do we need to build? Whats the right level of integration?

Protection
Cloud
Smart Family

This is about where we put cloud, smart family, protection, etc. etc.

Validation

In validation...users appreciate the clearer hierarchy and more action oriented approach. Chunks need anchoring elements and overtly communicated meaning. Teams will need to continue to validate their experiences to find the right balance of visual uniformity and variety.

Link

Point

Lorem

Point

Ispum

Point

Dolor

This is a good thing we should do...

Decoupled component.

That row on discover…it could be anything anyone wants to test.

Actions on Device LP

Flexibility

The proposed structures give us a variety of shapes to play with without redesigning the entire page at once. Entire components, variations, and content may be tested with less scope and risk to the page.

Personalization

Flat hierarchies make it hard to for us to personalize meaningfully. Everyone fights for position 1 and 2.

New structures help us personalize different sections for different audiences and contexts. The specific component, order, or content may be unique to each individual based on their profile and use.

Engagement

Clearer more consistent presentation of specific actions may help with discover of features and over time increase app engagement and transactions, while decreasing call in rate as more users begin to self-serve for more actions.

You should do it...

Lorem

Ipsum

Dolor

Journey Teams

The proposed structures give us a variety of shapes to play with without redesigning the entire page at once. Entire components, variations, and content may be tested with less scope and risk to the page.

Product Teams

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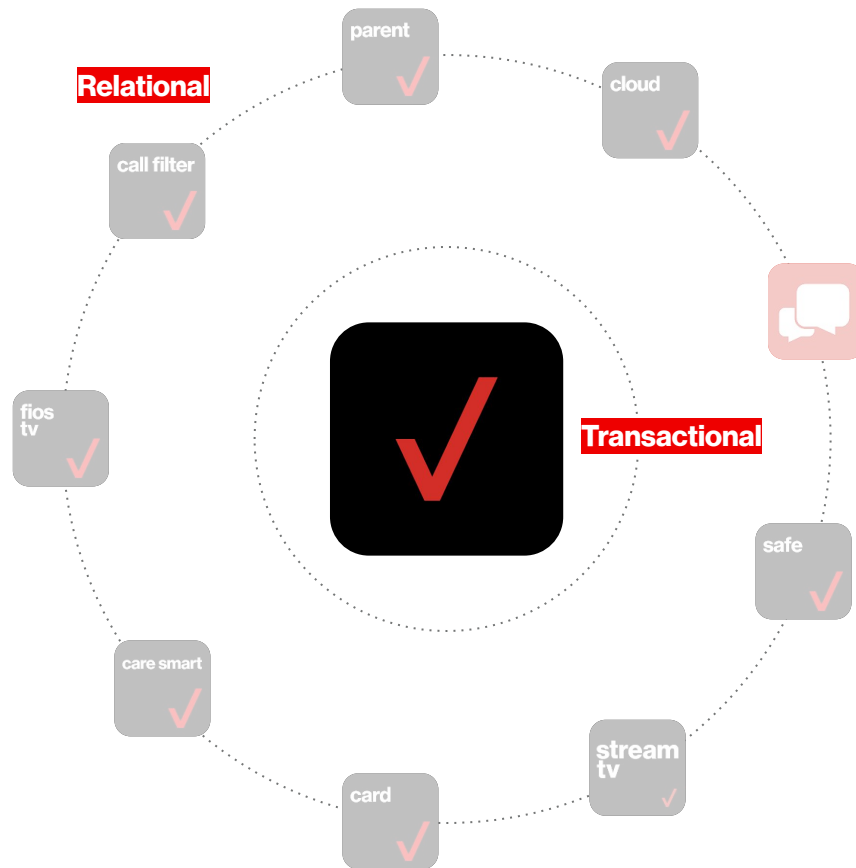
UI/IA

Content

Product Integration

Ecosystem

The purpose of this section is to illustrate USE's role in the greater VCG app ecosystem. A focus on USE helps VCG prioritize actions that can be performed across different applications and services, understanding the end user's experience of verizon is distributed across several applications, each with things to do.

Our strategy is inside out.

If we act like a Utility,
people will treat us and value us
like a Utility.

Transactional **learn**, **buy**, **get**, **pay**, **support**
experiences at the core.

Relational

parent

cloud

call filter

Transactional

fios
tv

safe

care smart

stream
tv

card

We extend through our digital ecosystem

A new app ecosystem strategy should define the relationship between applications and supporting functions with new emphasis on shared foundations.

Use Behaviors
Check speed
Store content
Protect family members

Supporting Function
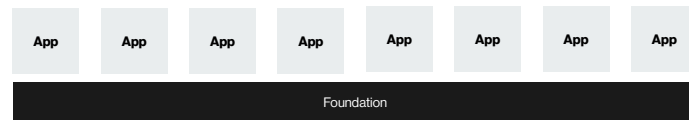Get help
Search
Manage
Troubleshoot

Foundational Features
Login
Pay
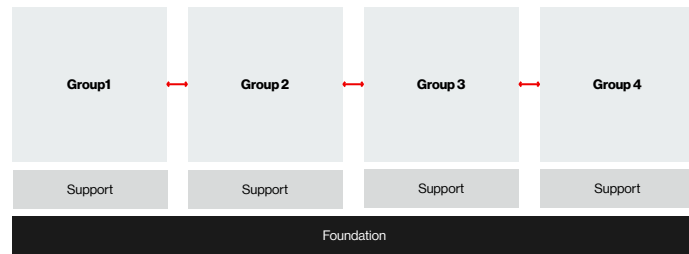Manage

Single Purpose
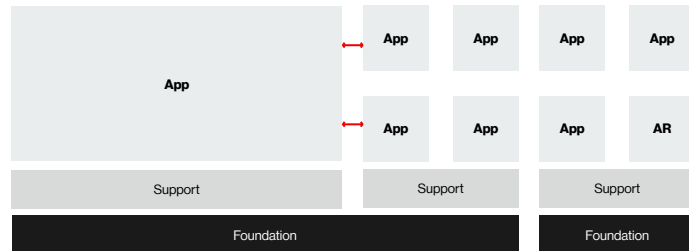
App	App	App	App	App	App	App	App

Foundation

Categorical

Group1	Group 2	Group 3	Group 4

| Support | Support | Support | Support |

Foundation

Core and More

| App | | App | App | App | App |

| | App | App | App | AR |

| Support | Support | Support |

| Foundation | Foundation |

Appendix

Lorem

Ipsum

Dolor
sic

Dolor
sic