

Verizon Flex Upgrade Content Logic

Presenter: **Jorich Wong (JJ)** - Content Strategy-Sr Mgr (+ **Kristin Terpeza**)

Jada Benjamin - Upgrades E2E - Sr. Experience Designer II

Kat Leznik - Upgrades E2E Support - Sr. Experience Designer II

Matt Zabita - NSE/AAL - Lead Experience Designer II

Anne-Marie McCaughey - Upgrades - Experience Mgt-Sr Mgr

Josiah House - Upgrades - Experience Mgt-Sr Mgr

10/24/2025



verizon

Table of contents

Sections	Slide
1. Prototype of Dev Handoff	3
2. CMI Feedback	4
3. What We Can't Do	5
4. Side x Side Mockups	6
4. Design & Feedback History	8

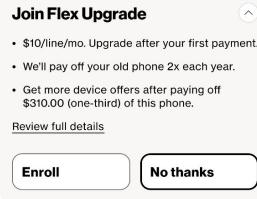
From CMI Testing to Dev hand-off (per approvals)

Final Legal Review (reviewed weekly from 8.14 - 9.15)

UPG Collapsed default with "No thanks" pre-selected →



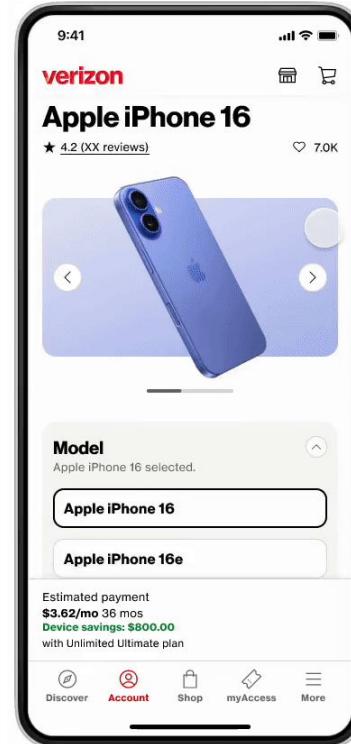
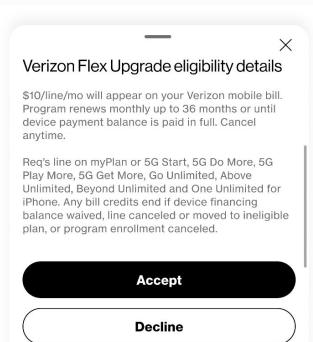
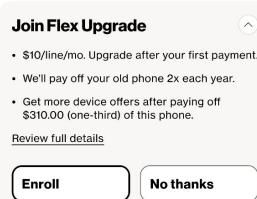
UPG Expanded Tile default with "No thanks" preselected →



UPG Collapsed with "Enroll" selected →



UPG Expanded Tile with "Enroll" selected →



[Tested Prototype Link](#)

Language used remains confusing

Users expressed a confusion about the exact way the program worked, due to seemingly conflicting language.

Pay off twice a year

Although most users seemed to understand this referred to the ability to attain a new phone twice a year, some users were confused about how a phone can be paid off twice. In addition, users were surprised about the desire to upgrade a phone more than once a year.

When to first upgrade

One participant believed this was exclusively for future upgrades, 2 users were uncertain, 1 did not respond, and 4 reported the pay off offer counts toward their current phone.

Pay \$10 vs pay off $\frac{1}{3}$

Participants did notice they could upgrade once they pay \$10 and more options opened up when they pay $\frac{1}{3}$ of their phone, however, when reading about $\frac{1}{3}$ payment were expressing some doubts about when the upgrade could happen and what benefits open up.

“This sounds like a fantastic plan, but it's so jumbled up that I would veer off of it just because it doesn't even seem to know itself what it's saying.” (genuinegirl, Verizon)



What we can't do

[Figma Timeline of rejected design concepts](#)

✗ Definitely can't do

- Legal
 - "Anytime" cannot be in title w/o qualifiers.
 - Stay away from "upgrading anytime" before pricing is defined AND needs qualifiers.
 - Use "Exclusive offers": These are not exclusive.
 - Use terms like "newest", "faster", "today"(timing & device release conflict).
 - Can't use the +\$10/mo in the enrollment radio box. Conflicts with live pricing on full screen - doesn't add up.
 - Exclude requirements

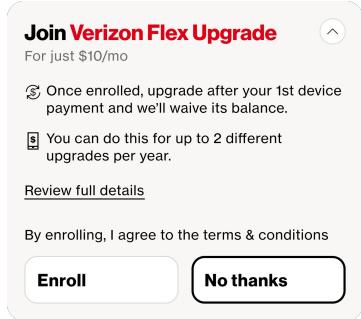
✗ Would recommend not doing:

- CMI Feedback
 - Use ambiguous language for line level or account eligibility
 - Use ambiguous language for paying off the device balance twice
 - Use ambiguous language for which device this program applies to
 - Place 33% threshold alongside with the \$10/mo payment
- XP Design
 - Overload first impression placement with more than 3 main points
 - Overload a single bullet with more than 3 concepts
 - Bc of down funnel, using:
 - Unlocked offers language
 - Return language
 - Putting price in the CTA
- Accessibility
 - Put red text on stone

Recommended by some leadership so far (9.2025)

- Upgrade CX:
 - Headline not longer than a single line
 - Remove subhead
- Product Marketing
 - Headline should have value prop
 - Don't use price in header. Needs to be defined by qualifiers. Don't ask for money before user learns a bit about it.

Side x Side Mockup Options

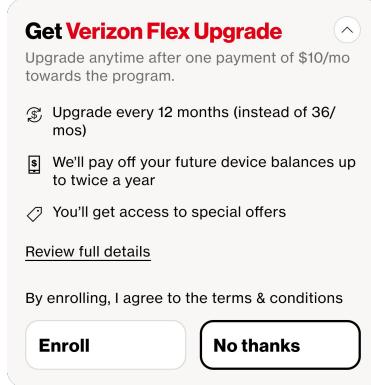


A) CX Design variant

10.1

- Cost in subhead
- CMI readout compliant
- Legally compliant

[Link to design iteration](#)



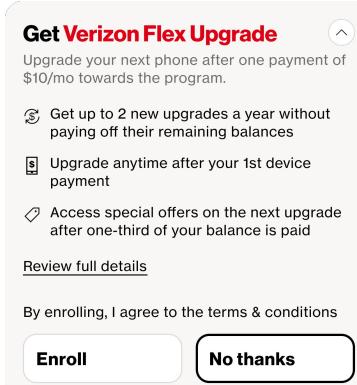
B) Upgrade CX variant

10.20

- Value prop / cost in subhead
- CMI readout compliant
- Potentially legally non-compliant?
 - Does not mention 1st device payment requirement
 - “Upgrade anytime”

Streamlined bullet copy
Includes special offer bullet

[Link to design iteration](#)



C) Product Marketing variant

10.21

- Value prop / cost in subhead
- CMI readout compliant
 - EXCEPT for showing secondary benefit (33% trade offers)
 - Use “one-third”
- Potentially legally non-compliant?
 - “Upgrade anytime”

Includes special offer bullet

[Link to design iteration](#)

What we decided

This iteration will go through to the Dev-handoff and concurrent CMI test

Headline

- Apply value prop

Subhead

- Specify that this program applies to the next upgrade
- Enrollment amount stays

Bullets

- Remove bullet: 1st device payment specs can live on the bottom sheet

10/24 Design

Approved

Upgrade every year with Verizon Flex Upgrade

Get your next upgrade after your first payment of \$10/mo towards the program.

 Upgrade every year or sooner

 Access special offers on your next upgrade after one-third of your balance is paid

[Review full details](#)

By enrolling, I agree to the terms & conditions

[Enroll](#)

[No thanks](#)

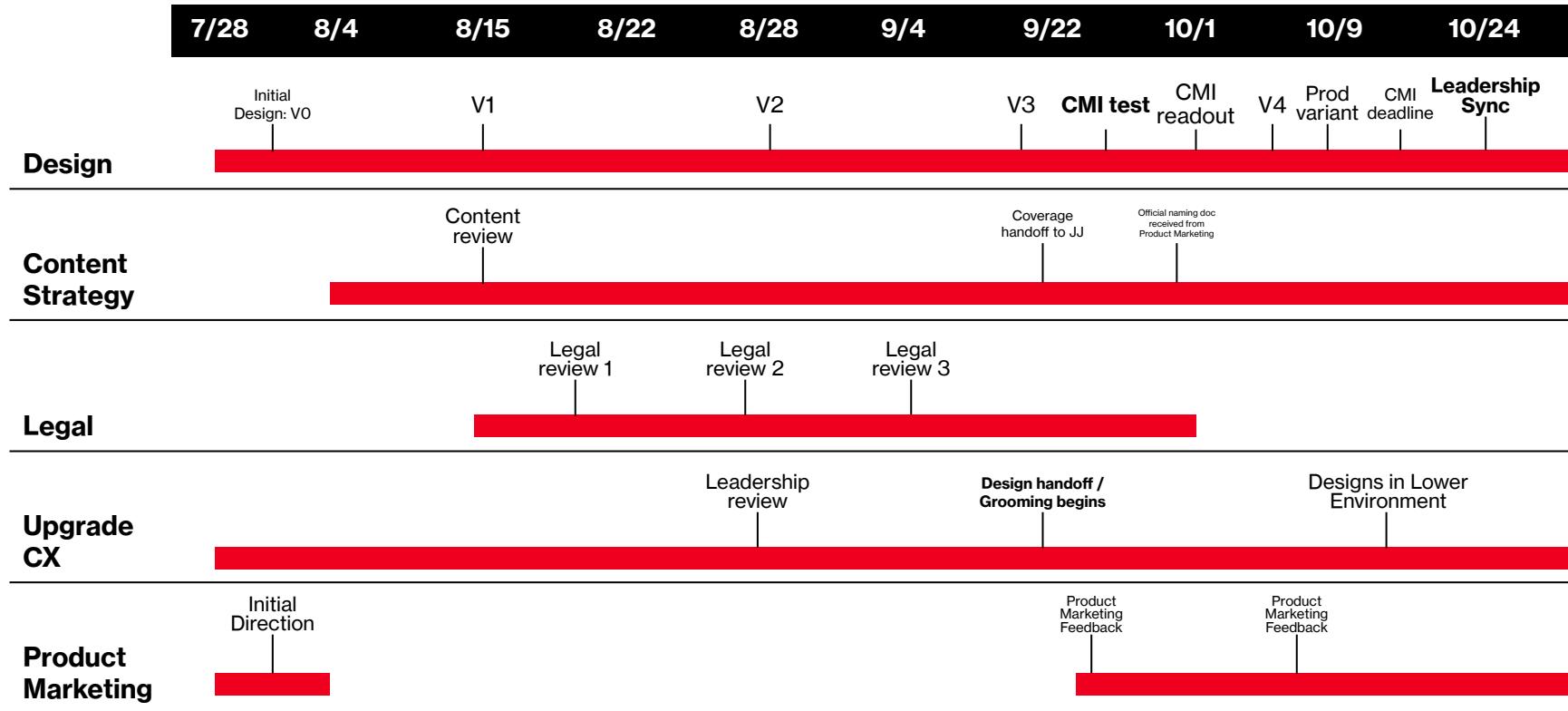
Design & Feedback History



verizon

Timeline of Feedback Involvement for PDP

● Involved



Phase 0: AT&T Mirror

7/28 - 8/15

Design Notes

This iteration is guided by Product Marketing's interest in copycatting AT&T's program and design.

Design

- Mirror AT&T
 - No early Content Strategy support
 - No early legal feedback, not compliant

UX Concerns

CTA

- Because this charge is not something a customer is paying today, adding \$10/mo is misleading.
- Cannot use Yes/No. Legal advice: Enroll & No thanks.

verizon

7/28 Design

Rejected

Upgrade early anytime

Customers can Upgrade their phone anytime and Verizon will pay the remaining balance after one payment of \$10 towards the program.

 Get a new phone every year or sooner.

 Upgrade anytime after your first payment.

 Access early upgrade offers after paying off one-third of your phone.

[Learn more](#)

Yes

+\$10/mo

No thanks

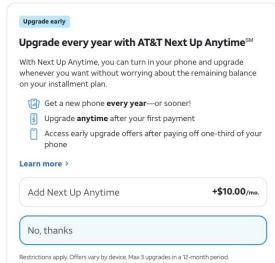
AT&T NextUp Anytime (NUA) Failures: Competitor Enrollment Analysis

Table Summary (The Bottom Line)

The \$10 NextUp fee creates four catastrophic business liabilities: It exposes the company to severe Legal and Financial Risk from potential FTC/FCC fines and Class-Action Settlements due to deceptive enrollment. It drives high Customer Churn and defection upon bill shock, significantly lowering Lifetime Value.

Operationally, it causes an enormous increase in Call Center Volume and Escalations, driving up OPEX. Finally, it results in the brand being categorized on social media as a provider of "Hidden Fees," eroding premium brand trust.

Conclusion: The \$10 fee prioritizes short-term revenue over customer trust, **creating unacceptable long-term legal and operational liabilities for any brand that copies it.**



Enrollment Failure Point	AT&T's Short-Term Gain (The Rationale)	Consequence to the Business (The Liability)
1. Complex PDP/Decision Friction	Obfuscating the True Price (Heightened during Upgrades): In an Upgrade Transaction , customers already have an existing installment plan cost and often an expected trade-in credit. The addition of the +\$10 NUA fee within the same option box as the new installment payment (e.g., "\$33.34/mo. with NextUp + \$10/mo.") causes maximum confusion. Customers assume the single total presented includes <i>all</i> credits and fees, thus minimizing resistance to the +\$10 charge .	Lost Opportunity & Distrust: A confusing Point of Sale creates high abandonment rates for non-deceptive customers and immediately seeds distrust in the pricing, undermining all other transparent offers.
2. Lack of Upfront Disclosure	Deceptive Enrollment / Feature Cramming: The \$10 fee is often not clearly itemized or verbally explained as a non-refundable, non-principal charge, leading to guaranteed bill shock .	Legal & Regulatory Exposure: Directly violates FTC/FCC transparency standards and is the core subject of costly Class-Action Lawsuits focused on misleading practices.
3. High Cancellation Friction	Fee Retention Tactics: The process to remove the unwanted fee is deliberately difficult, requiring specific steps or calls-in after the 14-day remorse period. Bait & switch.	Operational Cost & Brand Damage: Generates a disproportionate volume of expensive Call Center Escalations and drives widespread, negative social media narratives of the brand as a "trap" or a "scam."
4. Misaligned Sales Incentives	Commission-Driven Deception: Sales staff are paid commission on the fee, forcing them to engage in documented "Feature Slammering" regardless of customer understanding or consent.	Destruction of Sales Integrity: Corrupts the Point of Sale process, making front-line employees untrustworthy and damaging long-term customer relationships.

Phase 1: Content Strategy

8/15 - 8/28 (CS enters)

Design Notes

This iteration is guided by Product Marketing's interest in copycatting AT&T's program along with design and content strategy involvement.

Design

- Mirror AT&T

Headline

- Concern that customers may be unclear which device this applies to
 - Note: Confirmed by CMI readout later on

Bullets

- **Down funnel impact:** Return language reserved for return policies and transactions

CTA

- **Down funnel impact:** Consistency with similar offerings
 - "Enroll today" CTA preferred
 - Because this charge is not something a customer is paying today, adding \$10/mo is misleading
 - Legally we can't have price in CTA without more words
 - Would have to be custom component from GTS

verizon

8/15 Design

Rejected

Get future upgrades early for only \$10/mo more

No need to pay off your device balance when you enroll.

Subscribe to Anytime Upgrade for \$120/yr to upgrade anytime after your first \$10 monthly payment. [Details](#)

 Get a new phone up to 2 times each year.

 We'll pay off any remaining device balance when you send us your old phone.

 Access early upgrade offers after paying for one-third of your phone.

Enroll today

No thanks

\$10/line/mo will appear on your Verizon mobile bill. Total payments: \$120/yr. Line must remain on myPlan or select legacy plans. Any bill credits from Anytime Upgrade offers end if line canceled or moved to ineligible plan. Your trade-in device must be received in good working condition w/in [XX] days of your new device's delivery date or you'll be charged back any waived device financing balance.

Phase 2: Leadership feedback

8/15 - 8/28 (CXO Leadership + Legal enters)

Design Notes

This iteration is guided by Chris Paul / Steve Murray feedback to make it shorter and punchier. Legal review cycles begin here.

Headline

- Asked to make headline 1 line:
 - Shortened to program name
 - Don't lead with price
- **Legal note:** Upgrade anytime should not be in front of payment req's

Subhead (Removed)

- Asked to streamline scannability:
 - This blurb was pushed into the 1st and 2nd bullet
 - Which pushed the main offering into the 2nd bullet

2nd bullet

- Asked the streamline scannability (Inherited blurb):
 - Lead with the fact that Verizon covers their balance
 - Changed "2 times > 2X"

3rd bullet

- **Down funnel impact:** Unlocked Offers page
 - Changed "Unlock early upgrade offers" language
- **Down funnel impact:** Early upgrade offers can just be national offers AND less value

verizon

Refrain from using "Exclusive offers"

8/28 Design

Rejected

Join [Anytime Upgrade]

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$XXX.XX (one-third) of this phone.

By enrolling, you agree to the [program terms](#).

Enroll

No thanks

Phase 3: Name Change

8/28 - 9/22 (Legal reviews still happening weekly)

Design Notes

This is mostly just a name change. Note: the design team doesn't get the official naming document until 9/30.

Headline

- Program name changed

1st bullet

- Asked to lead with action:
 - “Upgrade anytime...”
- **For clarity:** Customers may think that Flex Upgrade is an Account-level program
 - Specify “on this line”

3rd bullet

- **For clarity:**
 - Added dynamic FRP amount

verizon

9/22 Design

Approved for CMI

Join Verizon Flex Upgrade

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$310.00 (one-third) of this phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Phase 4: CMI Feedback

9/22 - 10/1 (JJ enters)

Design Notes

This iteration is guided by CMI feedback while incorporating past-leadership input where possible.

Subhead (Added)

- **UX Design:** Pull price variable out of bullet points and allow section to focus on benefits

1st Bullet

- **CMI feedback:** Customers are unclear of when they can access Flex Upgrade benefits
 - Added "Once enrolled"
 - "For future upgrades considered" but would have too many instances of "upgrade" in succession
 - Specified 1st device payment

2nd bullet

- Changed to highlight main benefit

3rd bullet (removed)

- **CMI feedback:** 33% threshold along with the \$10/mo payment was confusing when in the same placement
 - We recommend pushing this to the Review Details modal to not water down the main offering

verizon

10/1 - CX Team Proposed Design

Based on CMI-input & last approved version

Join Flex Upgrade

For just \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance.
- ⌚ You can do this for up to 2 different upgrades a year.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Phase 5: Product Input

10/1 - 10/9 (Prod Mktng enters)

Design Notes

This iteration is guided by CMI feedback while incorporating Product feedback to copycat AT&T's program and design.

Headline

- Asked to add value prop in headline:
 - Note:** This is in conflict with Chris Paul's feedback for a 1 line headline
 - Legal note:** We cannot mention anytime before crucial program details so we chose "every year"

1st Bullet

- UX Design:** To accommodate IA
 - 2nd bullet content pushed into 1st bullet

2nd bullet

- Asked to mirror AT&T's value prop:
 - Note:** This is in direct conflict with CMI feedback / Content Strategy / XP Design's recommendation

verizon

10/9 Proposed Design

Based on CMI-input & adding Prod Mkting feedback where convenient

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance. You can do this for up to 2 different upgrades a year.

⌚ If you upgrade after paying off 33% of your device balance, you'll gain access to special offers to save more on the next phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Phase 6: Alignment

10/20 (Let's hang out)



Archive



verizon

CMI Key Takeaways

Key Takeaways

1 Users are excited about the program... IF it makes sense

People expressed wanting to sign up or even switch from their current provider if this program is live, however, people would need to do the math to understand if it makes sense for them. Participant suggested to see a personalized breakdown of the savings in their account and bill.

2 There was some confusion on the language used around the upgrade

Some users were confused how phones could be paid off 2x a year, when to upgrade and what phone applies for the upgrade. Most users were confident on what phone plans they needed to enroll in for eligibility on the Flex program.

3 Findability of the Verizon Flex Upgrade is an issue

All participants scrolled past the Verizon Flex Upgrade tab, and indicated wanting it more noticeable or higher on the page.

4 Users had trouble navigating to the Flex upgrade content and editing feature on the cart page

Users indicated seeing an edit button in the cart would make it easier to find where they could remove the enrollment into the program. Participants were confused where to find the breakdown of their bill and did not initially think to click on the first section of the screen.

CMI Action Items

Action items

- **Remove “/line”**
 - People thought it was account level program when they say lines were involved
- **Pluralize device balances**
 - Customers are confused as to how a device could be paid off twice, need to add detail to provide clarity
- **Specify it is for future upgrades**
 - People did not know at which device transaction VZ Flex is available
- **Remove 1/3 mention and push to Review Details**
 - Adding another upgrade pathway and payment threshold on a first impression placement is causing cognitive friction
 - Additionally, this obfuscates the main selling point of the program

Tested variant

With Dev

Join Verizon Flex Upgrade

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$310.00 (one-third) of this phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Key takeaways

Problem

In a purchase flow, customers scan for benefits – if long tiles read like fine print they get ignored.

Solution

Shorter copy builds trust. Sell the why – warm intro, one clear price, one clear qualifier, one clear benefit, enroll, then add to cart. Keep dense post-purchase conditionals in modal.

Impact

Reducing copy isn't just design polish – it removes friction from enrollment. Faster understanding drives faster adoption.

Competitor Research

Competitors leverage Flex Upgrade to generate revenue

by charging \$10/month. VZ offers it for free on N-Gen iPhones only.

	Verizon (Today) Early Upgrade Program	T-mobile Experience Beyond	AT&T Next Up Anytime*	Spectrum Anytime Upgrade
Program Type	Standalone	Plan Inclusions	Standalone	Plan Inclusions
Program Fee	Free	\$10-\$15/mo more than Experience More	\$10/mo	\$10/mo more than Unlimited Plan (May have \$99 redemption fee)
Eligible Devices	iPhone N-Gen	All Smartphones	All Smartphones	All Smartphones
Eligibility				
Base Requirement	Who purchased N-Gen iPhones on DPP	Enrolled to <i>Experience Beyond</i> plan on DPP	Enrolled to <i>Next Up Anytime</i> plan on DPP	Enrolled to <i>Unlimited Plus</i> plan on DPP
DPP Length	36mo	24mo	36mo	36mo
Enrollment time Required	at least 30 days	at least 6 mo	after 1 month DPP (Up to 3 upgrades per rolling 12mo.)	at least 30 days
% Paid required to Upgrade	50% of the loan (Mo18)	50% of the loan (Mo12)	1 month DPP	1 month DPP
Eligible Offers	50% of National Base TI Offers	Same as the offers for New	Same offers as New After paying off 33%	N/A
Trade Conditions	In good working condition	In good working condition	In good working condition	Cracked Screen Accepted. Operable and free of liquid or battery damage

Variations for PDP Module

Actions from Prod

Feedback

- Change “Early” to “Every year” in headline
 - Less ambiguous
- Match AT&T Messaging
 - “We need to explain it ala ATT”
 - “We can / should be hitting the same points”

UX Concerns

- Forcing a ton of space and cognitive friction on the customer
- Introducing secondary fiscal threshold (\$10/mo vs 33% of payment)

verizon

After CMI Variant w/ Prod Feedback

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance. You can do this for up to 2 different upgrades a year.

💵 If you upgrade after paying off 33% of your device balance, you'll gain access to special offers to save more on the next phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

[Enroll](#)

[No thanks](#)

After CMI Variant:

Recommended by CX Design / Content Strategy

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance.
- ⌚ You can do this for up to 2 different upgrades a year.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

verizon

After CMI Variant w/ Prod Feedback

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance. You can do this for up to 2 different upgrades a year.
- ⌚ If you upgrade after paying off 33% of your device balance, you'll gain access to special offers to save more on the next phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Variations for Review Details

Pre-CMI Readout

OG

Verizon Flex Upgrade Terms

Here's how it works

- Buy any phone, any brand
Finance with Verizon. Enroll now or within 30 days of [purchase/delivery?].
- Upgrade after your first \$10/line/mo Verizon Flex Upgrade payment
Send us your old phone and we'll waive any device financing balance owed.
- You'll get a new phone and we'll pay off your old phone up to 2 times each year
Maximum 2 upgrades and trade-ins within a 12 mo rolling subscription period. Each payments is charged separately to your bill and doesn't affect your monthly device financing costs.
- With myPlan, access extra offers
You must pay off at least one-third of your phone financing balance to be eligible for these offers.

Verizon Flex Upgrade eligibility details

\$10/line/mo will appear on your Verizon mobile bill. Program renews monthly up to 36 months or until device payment balance is paid in full. Cancel anytime.

Req's line on myPlan or 5G Start, 5G Do More, 5G Play More, 5G Get More, Go Unlimited, Above Unlimited, Beyond Unlimited and One Unlimited for iPhone. Any bill credits end if device financing balance waived, line canceled or moved to ineligible plan, or program enrollment canceled.

Trade-in devices must be received in good working condition w/in 45 days of your new device's delivery date, or you'll be charged back any waived device financing balance. Restrictions may apply.

Post-CMI Readout

JJ Version: B

Flex Upgrade Terms

Here's how it works

- Buy any phone, any brand
Enroll in Flex Upgrade with your purchase or within 30 days of it.
- Continue with \$10/mo
For your line to stay enrolled, you'll be charged monthly in addition to your device payments.
- Upgrade 2 times per year
After your first device payment, you can trade in and upgrade to a new device. You can do this twice within a 12 mo rolling subscription period.
- Get extra offers with myPlan
Unlock exclusive offers once you pay off one-third of your phone's balance.

Flex Upgrade eligibility details

\$10/line/mo will appear on your Verizon mobile bill. Program renews monthly up to 36 months or until device payment balance is paid in full. Cancel anytime.

Req's line on myPlan or 5G Start, 5G Do More, 5G Play More, 5G Get More, Go Unlimited, Above Unlimited, Beyond Unlimited and One Unlimited for iPhone. Any bill credits end if device financing balance waived, line canceled or moved to ineligible plan, or program enrollment canceled.

Trade-in devices must be received in good working condition w/in 45 days of your new device's delivery date, or you'll be charged back any waived device financing balance. Restrictions may apply.

Side by Sides

AT&T Design

Upgrade early

Upgrade every year with AT&T Next Up AnytimeSM

With Next Up Anytime, you can turn in your phone and upgrade whenever you want without worrying about the remaining balance on your installment plan.

- Get a new phone **every year**—or sooner!
- Upgrade **anytime** after your first payment
- Access early upgrade offers after paying off one-third of your phone

[Learn more >](#)

Add Next Up Anytime **+\$10.00/mo.**

No, thanks

ORDER NOW
855-841-8052

verizon
business

7/28 Design

Rejected

Upgrade early anytime

Customers can Upgrade their phone anytime and Verizon will pay the remaining balance after one payment of \$10 towards the program.

- Get a new phone every year or sooner.
- Upgrade anytime after your first payment.
- Access early upgrade offers after paying off one-third of your phone.

[Learn more](#)

Yes **+\$10/mo**

No thanks

7/28 Design

Rejected

Upgrade early anytime

Customers can Upgrade their phone anytime and Verizon will pay the remaining balance after one payment of \$10 towards the program.

- Get a new phone every year or sooner.
- Upgrade anytime after your first payment.
- Access early upgrade offers after paying off one-third of your phone.

[Learn more](#)

Yes **+\$10/mo**

No thanks



8/15 Design

Rejected

Join Anytime Upgrade

Upgrade anytime after your first \$10 monthly payment. [Details](#)

- Get a new phone up to 2 times each year.
- We'll pay off any remaining device balance when you send us your old phone.
- Access early upgrade offers after paying for one-third of your phone.

Enroll today

No thanks

\$10/mo per enrolled line payments will appear on your Verizon mobile bill. Total payments: \$120/yr. Each line must remain on myPlan, Mix & Match or select legacy plans. Any bill credits from early upgrade offers end if line canceled or moved to ineligible plan.

Get future upgrades early for only \$10/mo more

No need to pay off your device balance when you enroll.

Subscribe to Anytime Upgrade for \$120/yr to upgrade anytime after your first \$10 monthly payment. [Details](#)

- Get a new phone up to 2 times each year.
- We'll pay off any remaining device balance when you send us your old phone.
- Access early upgrade offers after paying for one-third of your phone.

Enroll today

No thanks

\$10/line/mo will appear on your Verizon mobile bill. Total payments: \$120/yr. Line must remain on myPlan or select legacy plans. Any bill credits from Anytime Upgrade offers end if line canceled or moved to ineligible plan. Your trade-in device must be received in good working condition w/in [XX] days of your new device's delivery date or you'll be charged back any waived device financing balance.

8/15 Design

Rejected

Get future upgrades early for only \$10/mo more

No need to pay off your device balance when you enroll.

Subscribe to Anytime Upgrade for \$120/yr to upgrade anytime after your first \$10 monthly payment. [Details](#)

-  Get a new phone up to 2 times each year.
-  We'll pay off any remaining device balance when you send us your old phone.
-  Access early upgrade offers after paying for one-third of your phone.

Enroll today

No thanks

\$10/line/mo will appear on your Verizon mobile bill. Total payments: \$120/yr. Line must remain on myPlan or select legacy plans. Any bill credits from Anytime Upgrade offers end if line canceled or moved to ineligible plan. Your trade-in device must be received in good working condition w/in [XX] days of your new device's delivery date or you'll be charged back any waived device financing balance.



8/28 Design

Rejected

Join [Anytime Upgrade]

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$XXX.XX (one-third) of this phone.

By enrolling, you agree to the [program terms](#).

Enroll

No thanks

8/28 Design

Join [Anytime Upgrade]

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$XXX.XX (one-third) of this phone.

By enrolling, you agree to the [program terms](#).

Enroll

No thanks

9/22 Design

Join Verizon Flex Upgrade

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$310.00 (one-third) of this phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

9/22 Design

Join Verizon Flex Upgrade

- \$10/line/mo. Upgrade after your first payment.
- We'll pay off your old phone 2x each year.
- Get more device offers after paying off \$310.00 (one-third) of this phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

10/1 Design

Join **Flex Upgrade**

For just \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance.
- ⌚ You can do this for up to 2 different upgrades a year.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

10/1 Design

Join Flex Upgrade

For just \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance.
- 💵 You can do this for up to 2 different upgrades a year.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

10/9 Design

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

- ⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance. You can do this for up to 2 different upgrades a year.
- 💵 If you upgrade after paying off 33% of your device balance, you'll gain access to special offers to save more on the next phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Misc

Spectrums

- **Device**
 - Current device
 - Device upgrade
 - Next upgrade after device upgrade
- **Payment Types**
 - Flex Upgrade payment
 - Device payment
- **Payment amounts**
 - \$10/mo
 - 33% of device balance
- **Benefits**
 - Device balance waived (x2)
 - Special offers
- **Requirements**
 - Enroll in VZ Flex
 - Upgrade a device
 - Pay \$10/mo
 - Pay device payment once



10/9 Design

Post- CMI + Rosen Feedback

Upgrade every year with Verizon Flex Upgrade

Join for \$10/mo

⌚ Once enrolled, upgrade after your 1st device payment and we'll waive its balance. You can do this for up to 2 different upgrades a year.

⌚ If you upgrade after paying off 33% of your device balance, you'll gain access to special offers to save more on the next phone.

[Review full details](#)

By enrolling, I agree to the terms & conditions

Enroll

No thanks

Phase 6: Dad fight !

10/20 (My dad has more KPIs than YOUR DAD)