

**2026+**

# **AI for Customer Experiences**

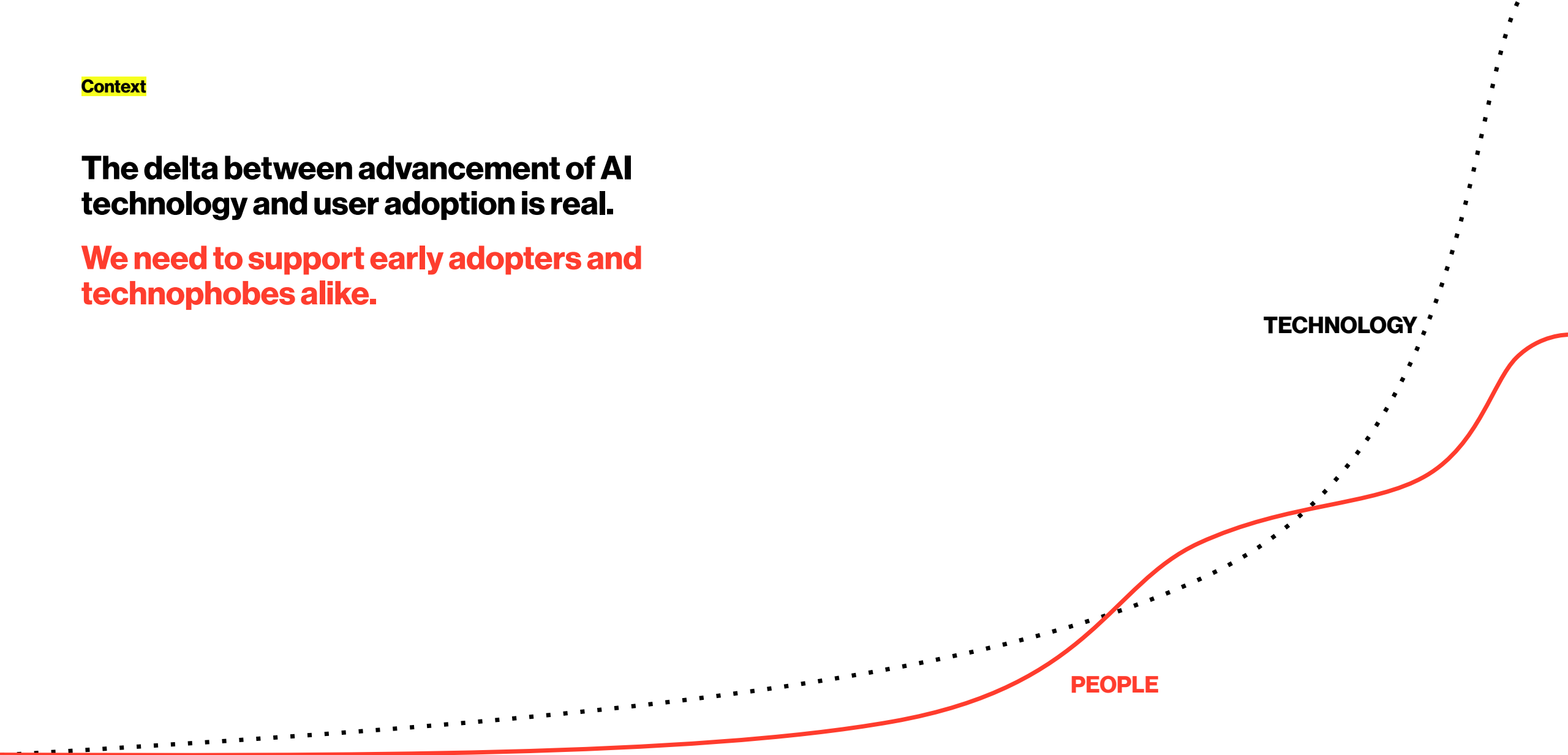
This document organizes the shared opinions of CXO leadership on the development of customer-facing AI tools and features over the next few years.

This is a working document. Please share, comment, and edit with any questions or suggestions [brandy.bora@verizon.com](mailto:brandy.bora@verizon.com)

## Context

**The delta between advancement of AI technology and user adoption is real.**

**We need to support early adopters and technophobes alike.**



# Goal

Establish a guide for our teams as they evolve Verizon's digital experiences with generative and agentic AI features.

## Interaction

### *How will we present AI to customers?*

Features

Types of Integration

Visual Patterns

Personalization

Interaction with traditional interfaces

Leverage Prompts

Agentic

On-Demand

## Conversation

### *What will be the role of chat?*

Conversational Interfaces

Chat UI

The Role of "The Assistant"

Search & chat capabilities

Proactive chat

Voice

## Process

### *What do we do to enable programs?*

Heuristics

Customer Data

KPIs & Targets

Processes

Operational Implications

Trade-offs

## Users will expect more human-like interactions.

Are you interested in upgrading your iPhone 14? I can help with that.

### SENSES

Appears to anticipate needs by elevating relevant content based on the context and user behavior.

How is your new iPhone 17 working out?

### REMEMBERS & ADAPTS

Avoids redundant capture, builds off of past interactions and overall trends.

That sounds frustrating. Let's get your phone up and running...

### RESPONDS

Validates and responds to human emotion and communication styles, better simulating human conversations and thought-processes.

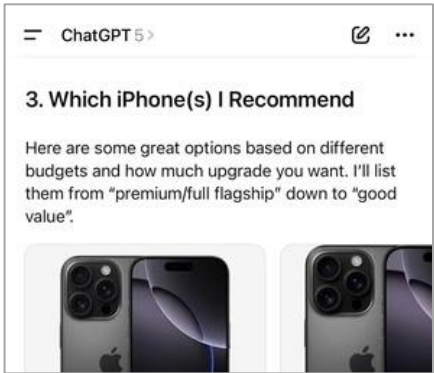
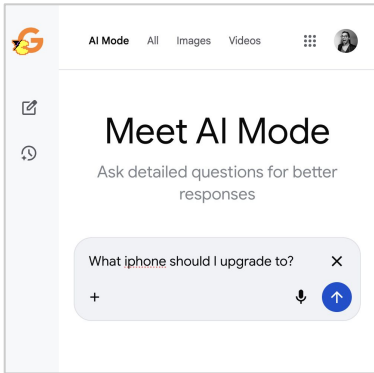
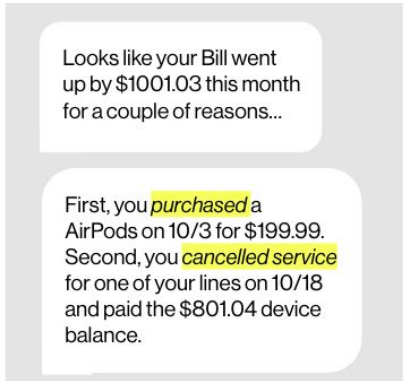
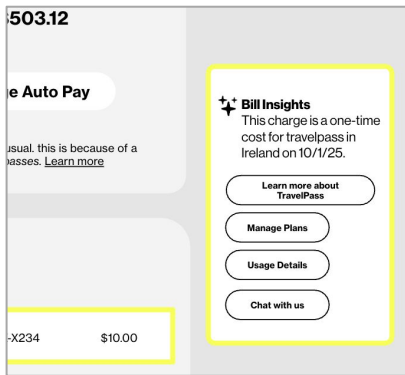
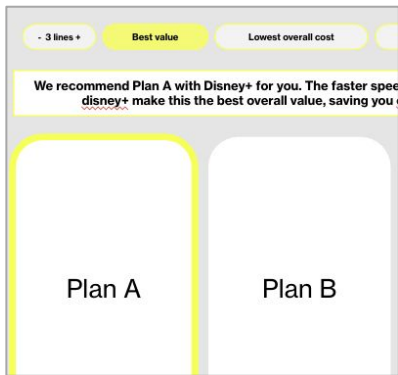
It sounds like your phone might be having trouble connecting to the network. Let's try troubleshooting first, then we can connect to a live agent for more support.

### HELPS

Solutions are accurate and concise, focused on supporting user intents.

Interaction

We will develop features that help users understand, make decisions, and act.



INTEGRATED

Supplementary recommenders, tools, filters, and shortcuts that guide or accelerate the customer's regular path

COMPLIMENTARY

Proactively offer deeper info & prompts to aid exploration of complex content or provide alternative paths when frustrated

SELF-CONTAINED

The preferred or only way for the customer to achieve a task is through an AI Chat or Guide

CONTROL PANEL

AI modes provide access and control over the entire digital ecosystem through a prompt-response model.

EXTERNAL

Verizon tech stack supports external agentic workflows (i.e. Upgrade via Chat GPT)

FOUNDATIONAL

Structured content and logic that all experiences reference

## Conversation

**Search and Chat continue to perform distinct functions, sharing more over time.**

### POINTS OF ENTRY

Distinct points of entry for search and chat in alignment with user expectations.

### FEATURES

Tools share common features like summaries and prompts but in presentations that align with their interfaces.

### ESCALATION

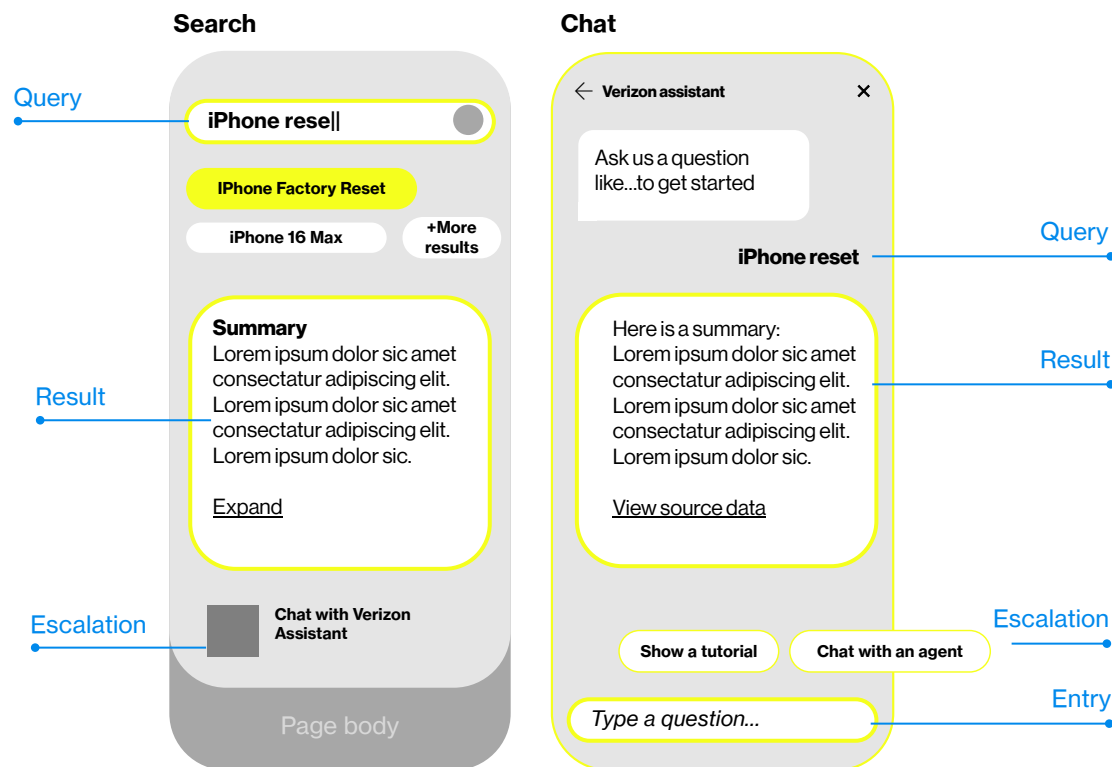
Each tool escalates to the next level of support for customer actions.

### Rationale

While user behaviors are beginning to shift, the majority of people still think of search and chat as separate activities. Relying on familiar patterns helps them navigate quickly, even as functionality becomes more similar.

### Next steps

...



## Conversation

“The assistant” is how we internally refer to the Verizon support chat but, customers “Chat with us”

## ONE VOICE

All Verizon chat services share same standard: voice, tone, visual style.

## ONE BRAIN

Shared logic, history, profiles. Every touchpoint remembers...

## LOCAL OPTIMIZATION

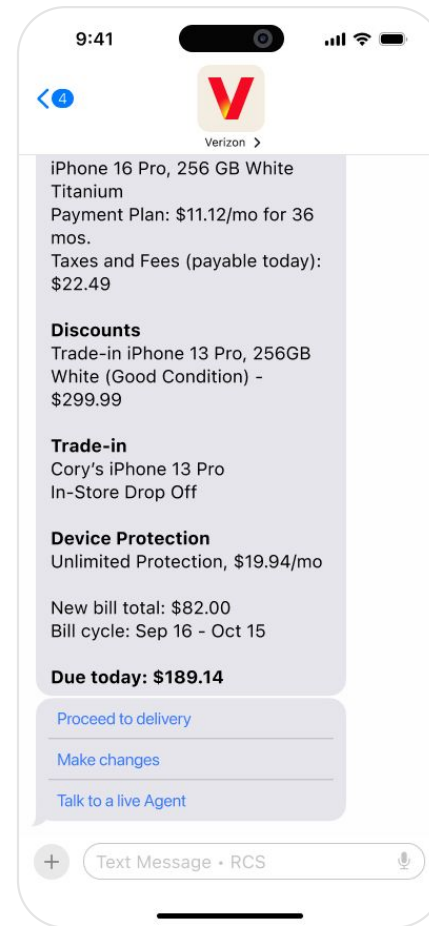
All interfaces share foundations, but optimize for their specific context.

## Rationale

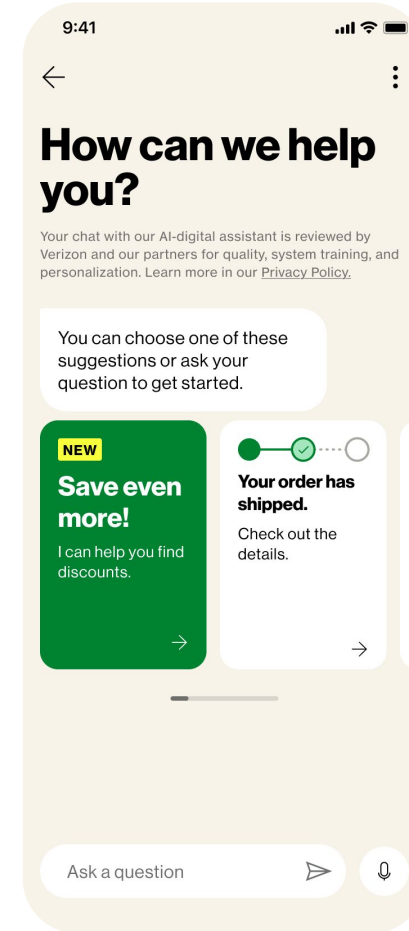
Guidance from brand is to avoid personifying or otherwise branding chat or other support features.

## Next steps

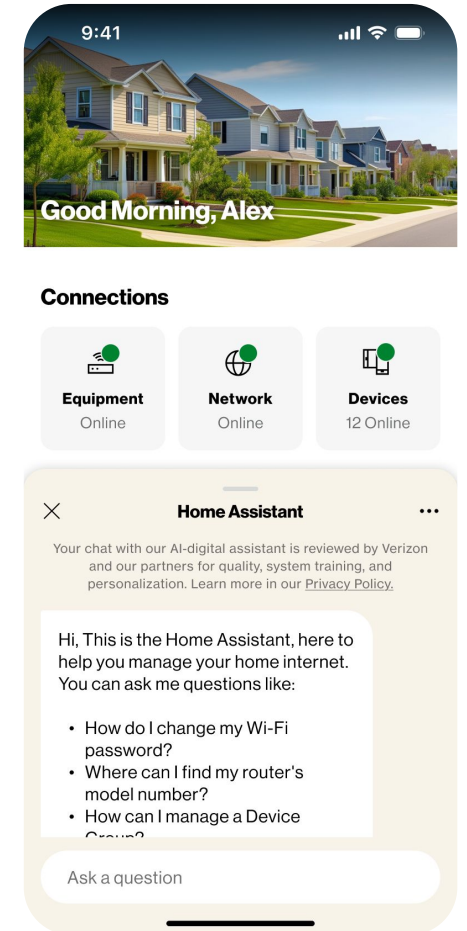
New Conversational UI library  
New Pattern definition  
Redesigned Assistants



RCS



VZA



Home App

## Conversation

# Our chat interfaces become more textual, using visual interface where helpful.

### TEXTUAL

A more RCS led approach relies on text to walk users through interactions.

### VISUAL

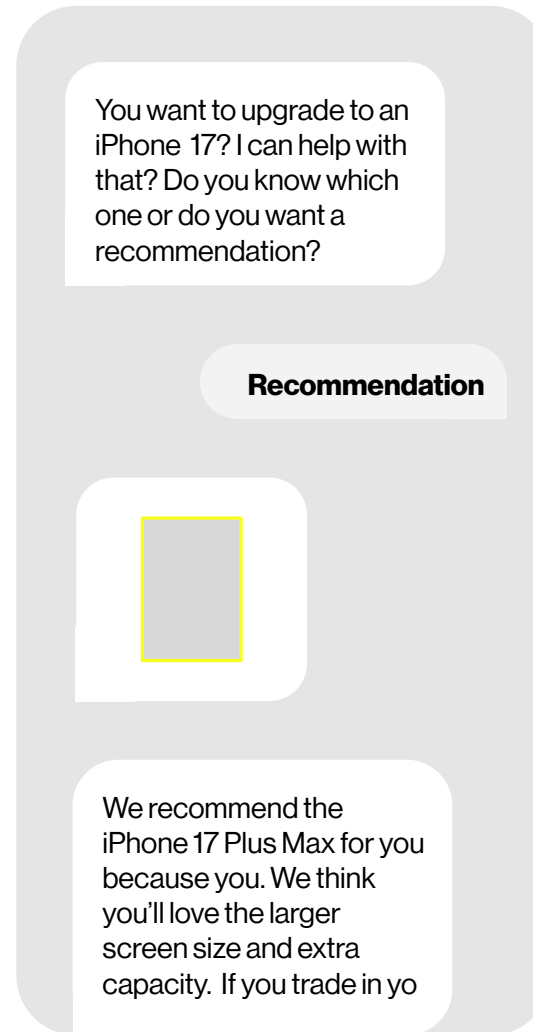
Only leveraging visual interfaces when it can simplify the interaction without replicating the traditional interface.

### Rationale

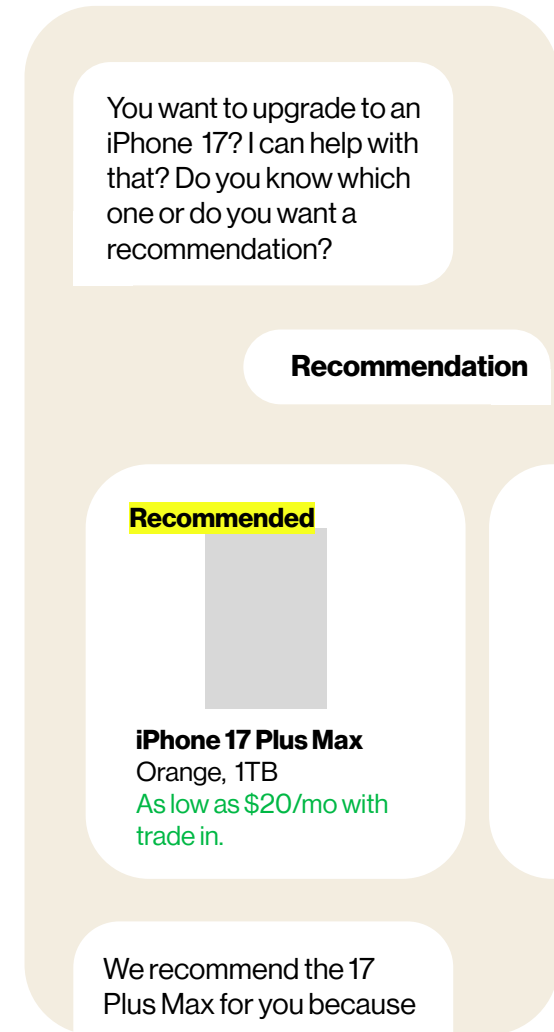
- Users engage with each tool differently
- External chat tools are becoming MORE visual not less
- Avoid replicating the traditional interface
- Simulate natural language

### Next steps

- New CDS library
- New Pattern Guidance
- Go-Forward plan for new intents
- Redesign plan for older intents



RCS



VZA

## Generative and Agentic

**We will begin to use agentic features where we can effectively complete tasks on behalf of users while maintaining trust.**

**We'll continue to use generative ai for insights, summaries and personalization.**

### Rationale

Home app is currently working on developing home automation using agentic.

Agentic models rely on access to customer data to make decisions.

Over-reliance of these features may introduce doubt.

### Next steps

Concept validation with end users  
Identify pilot programs



## Process

**More personal and anticipatory messages leverage signals from more sources to deliver a more unified experience.**

### UNIFIED

Unified multimodal brain (shared NLU + orchestration) maintains context across app, web, chat, search and comms.

### CONTINUOUS

Seamless context and memory on Digital between app, web chat, search and comms covering Fios, Wireless, and Product.

### PERSONAL

Individual and collective history and user trend.

Your router may not be in the best position. If you want, I can help you optimize it.

How is your new iPhone 17 working out?

Do you need help finding ways to lower your bill?

### Example Greeting:

Proactive messages like these tap into multiple pieces of data to reflect recent behaviors, anticipate needs, and frame prompt-based support interactions covering more of the service.

## Process

# We'll need the right patterns, systems, and structures to support initiatives.

### **Repeatable prompts**

Create reusable methods for common prompts that need uniform guidance. Ex: Recommendations and summaries.

### **Content restructuring**

Profound restructuring of existing content to provide more accurate content for agents and bots. SEO < AI.

**Contextual w/ Memory** Remembers all prior interactions and serves with memory

**Pre-Deployment** Validation via Golden set.

**Run-Time Moderation of responses** based on the confidence score of models

**Post-Deployment Oversight** for efficacy measures.

**Feedback** capture user feedback and update effectively.

## PROCESS

**We will set targets against Containment, Customer Satisfaction, Accuracy and Efficacy**

### CONTAINMENT

**85%** will tell us that AI is able to understand, act and solve customer situations.

### SATISFACTION

**85%** CSAT will tell us that the AI is being perceived by customers to be a companion that works on their behalf

### ACCURACY

**98%** in the age of rapid AI models and its development it is super important to have the necessary accuracy measures in place

### EFFICACY

**4+** evaluate the production samples for usefulness, consistency, relevancy

## Process

**We will use a set of heuristics to prioritize generative & agentic AI solutions can add material value to the customer and the business.**

### FUNCTION

**Analyze** large, complex data set

**Automate** repetitive tasks

**Recommend** based on complex input

**Surface** outliers in a set of patterns

**Process** language, images, audio

### EXPERIENCE

**Simplify** inherently complex information

**Humanize** non-human interactions

**Personalize & contextualize** content and decision-making

**Responsibly** structured to user needs

**Accurate & Reliable** content

**Perception** - Trustworthy, high-value, user-centered

### VALUE

**Comprehension** - Users understand why

**Completion** - Users complete tasks with accuracy and volume

**Cost to Serve** - Overall lower expense to complete tasks

**Cost to Maintain** - Overall lower expense to build, store, and maintain reference content.

**Strategy Aligned** - Demonstrates impact on KPIs

# Next Steps

Identify candidate features or programs

Prototype and validate concepts with users

Create patterns and standards for interactions

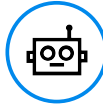
Draft proposals for foundational work

**Thank you**

# VZA Future State with Gen AI

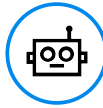
Tomorrow we will have 1 unified, intelligent digital flow

★ *"Hi Diana , Have questions about your daughter's line, happy to help?"*



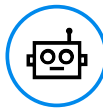
*Yes, I recently tried added mobile protection but it's not working?*

*"I understand and that can be confusing. Let's take a look together and see what's going on with her account."*

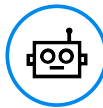


*Sure thing, appreciate your help!*

*"Of course! I've reviewed her account, and it appears your daughter's device may be past the 30-day standard enrollment window for Mobile Protect."*

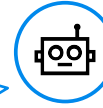


*"But don't worry, there may still be options. Would you like me to check whether there's a current special enrollment period or promotional exception that could reopen coverage?"*

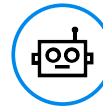


*Thanks, yes, that would be great.*

*"Unfortunately, you just missed our second chance enrollment window. Those usually stay open for a few weeks after the standard 30-day period?"*

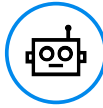


*"Here's what we can do, I can send you a quick notification as soon as the next second chance open enrollment begins, so you don't miss it. Would you like me to set that up for you?"*

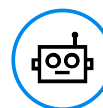


*I wish you could add it to her account now, but yes, that would be helpful.*

*"While I can't add protection retroactively, I'll make sure you're the first to know when the next second chance enrollment opens up."*



*"I'll send a quick alert to your number when that window starts. Sounds good"*



# Appendix

# Illustrated Scenarios

**The following scenarios will help us talk through ways we might use the next generation of generative and agentic tools to meet customer intents.**

**Scenario 1:** You need a plan. AI tools help you pick the right one. How?

**Scenario 2:** You're on Bill and an AI feature knows why. How does it help?

**Scenario 3:** You don't know how to set up your extender. An AI tool walks you through it... How?

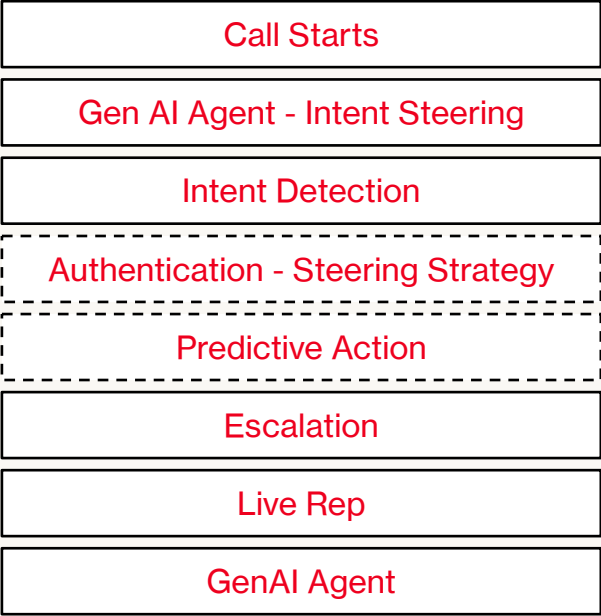
**Scenario 4:** You're an expert and you want to drop your monthly cost. How?

# GenAI Steering & the Future State IVR

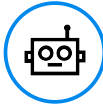
Tomorrow we will have 1 unified, intelligent flow



Wow, this bill is way higher than I was expecting, I can't keep paying this... Let me call Verizon and see what we can do...

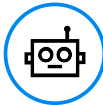


"Welcome, How can I help you today?"



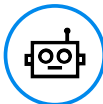
Hi, my bill is just way too high, what can we do?

"Great I understand you **need help lowering your bill**, can you tell me a little more about the issue you are having?"



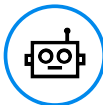
My bill used to be around \$200, now it is way more, what is going on, what can we do to bring this down?

"Thanks, **I see we have a recent activation fee...** would you like me to waive that for you??"



Thanks, **yes, that would be great, but I really wish you could do more...**

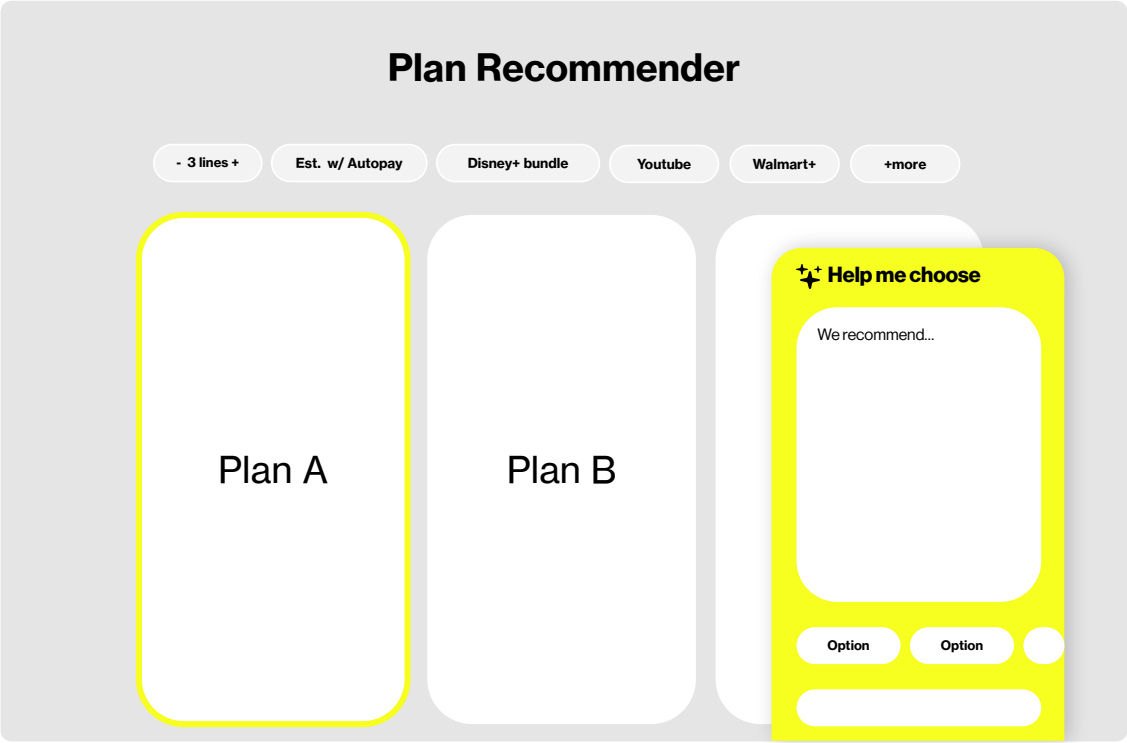
"OK, I understand the fee waiver helps, but you'd like to explore more options too, **let me get you a specialist**"



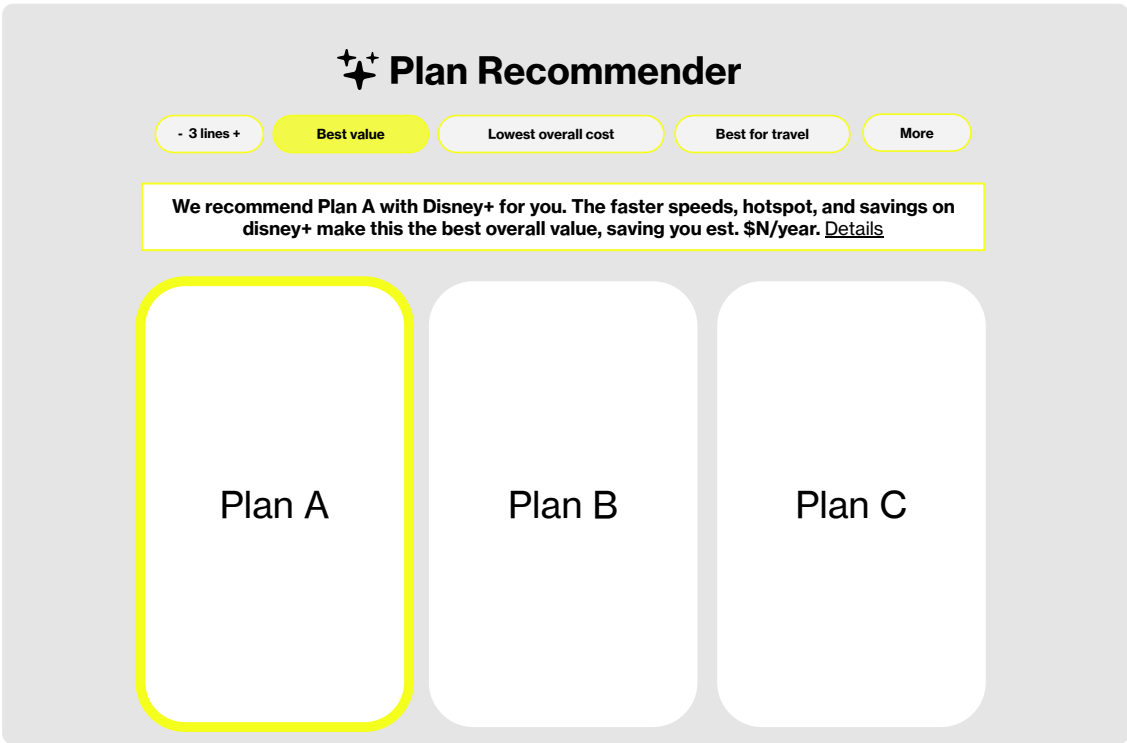
"Great, we've already waived that fee, **but I also see you do not have autopay,** would you like help setting it up?"



**Scenario 1:** You need a plan. AI tools help you pick the right one. How?

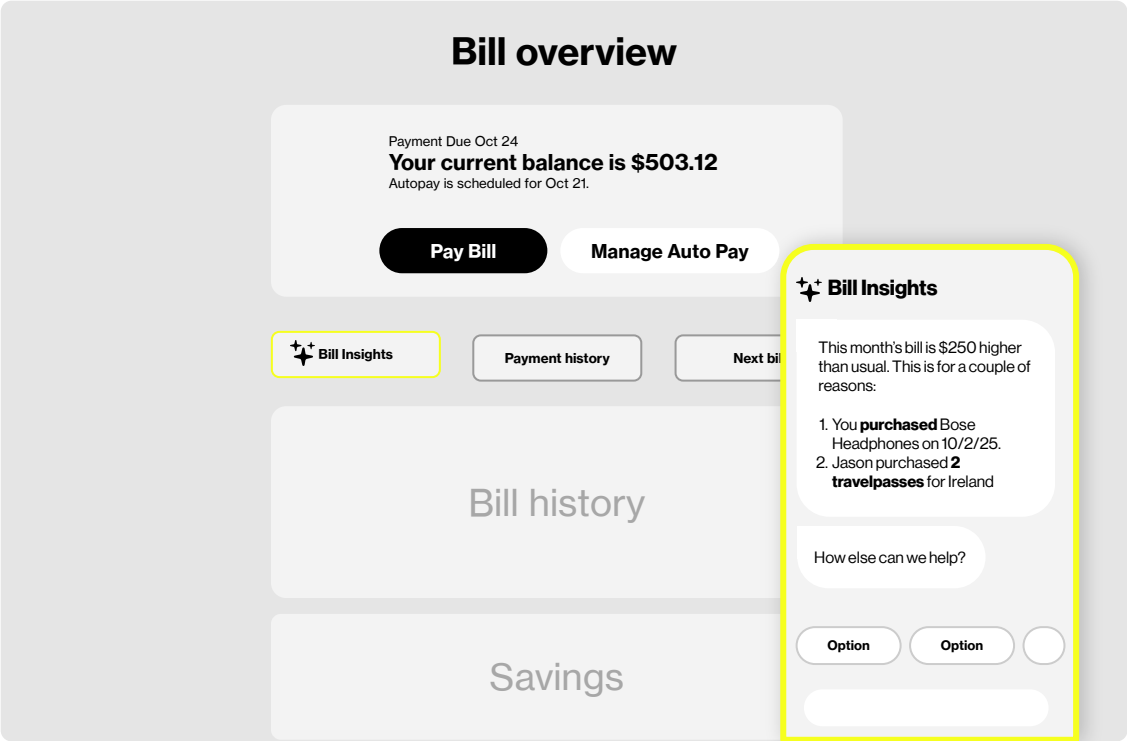


**Example A**  
Conversational AI tool recommends...

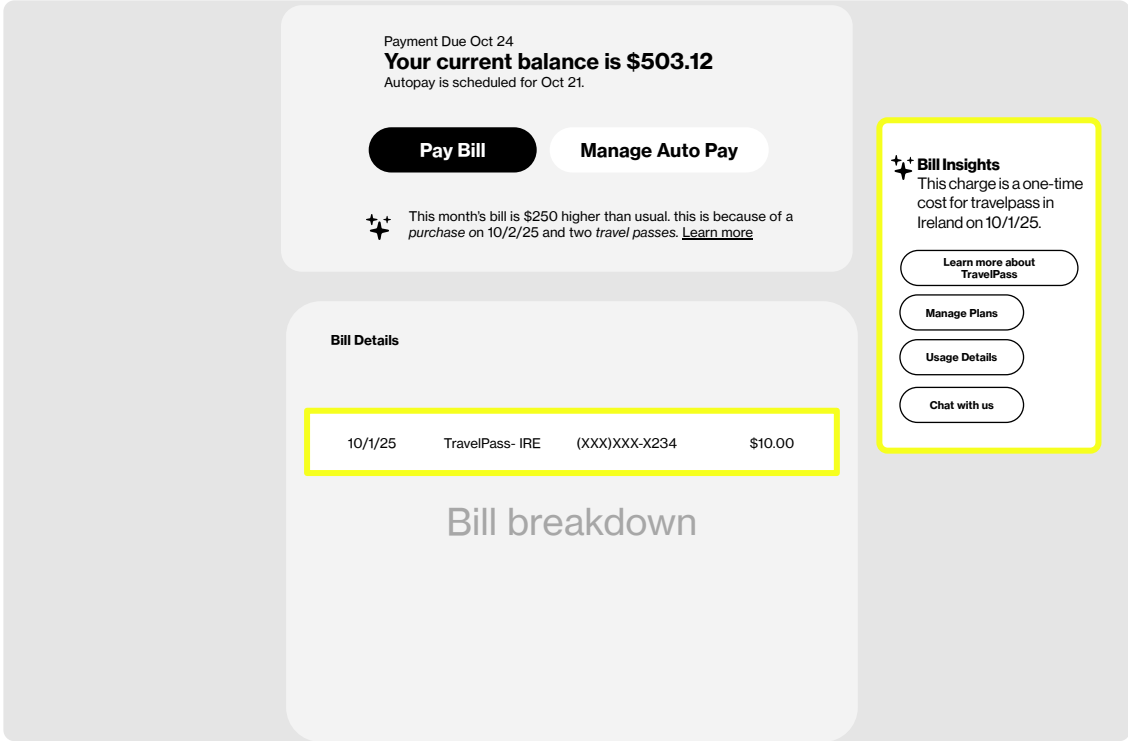


**Example B**  
AI tools within the traditional experience...

Scenario 2: You're on the Bill and AI knows why. How does it help?



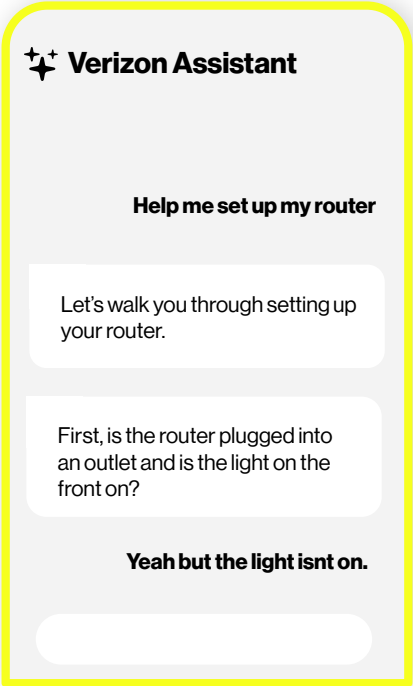
Example A  
Conversational AI tool



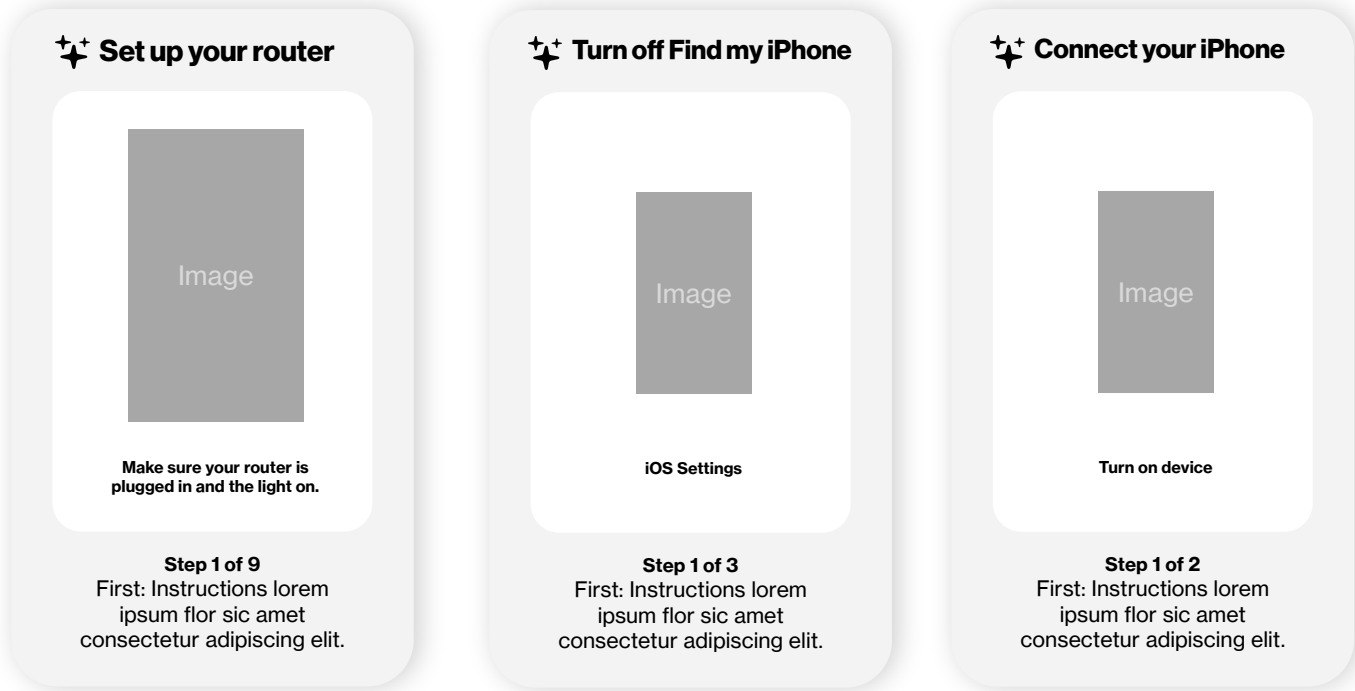
Example B  
In-page tools

### Scenario 3

You don't know how to set up your extender. An AI tool walks you through it... How?



**Example A**  
Conversational



**Example B**  
Reusable tutorial framework where content is generated on demand

**Scenario 4:** You're an expert. You want to save on your bill. How?

Page body

The image shows a mobile application interface for "Ai Mode - Beta". The app has a yellow header bar with a star icon and the title. The main content area is white with rounded corners and a yellow border. It features a welcome message, a section titled "My monthly bill is too high. How can i lower it?", a "Nope." response, and a "Got it. Here are a couple of options I found..." section. This section contains two cards: one for "Change your plan" showing a \$20/mo savings and another for "Unenroll in Perks" showing a \$10/mo savings. At the bottom, there are three buttons: "Prompt", "Prompt", and a plus sign, followed by a text input field with the placeholder "Type your prompt here".

## Conversational UI

# Conversational interfaces are for more than the assistant.

### DISAMBIGUATE

Narrow down a user's intent to provide a specific and relevant response.

### GUIDE

Structure a task to focus on one step at a time. Users may ask questions that digress from the main path without losing their place.

### OFFER FLEXIBILITY

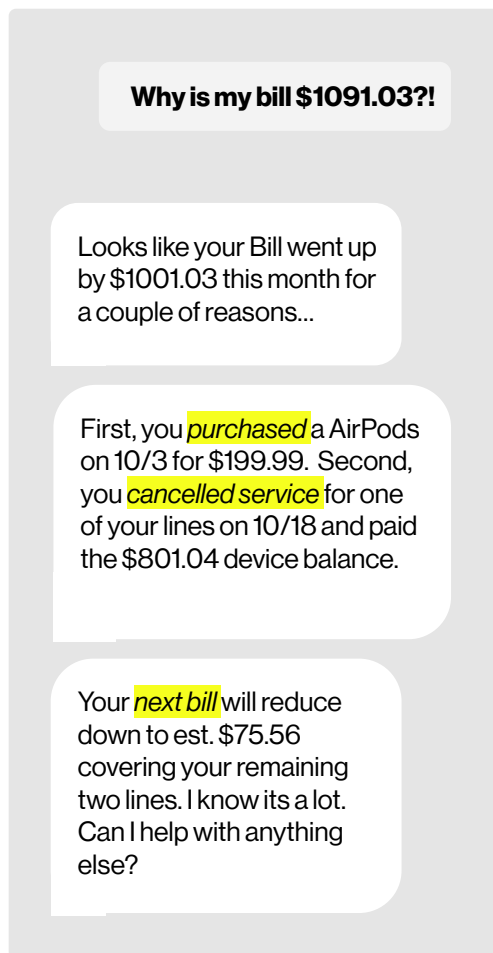
Provide opportunities for users to enter detailed queries that address their individual needs.

### Rationale

NLU/NLP provide inputs and outputs that mirror human conversation  
Back-and-forth exchanges support user focus and minimize cognitive load

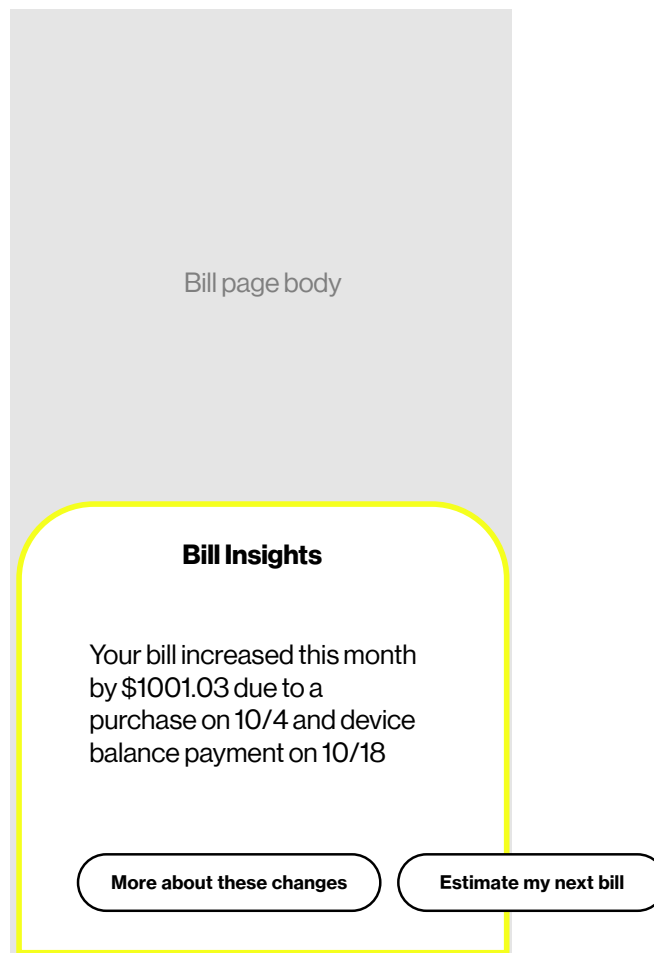
### Next steps

Further generative AI integration in chat  
Framework for balancing freeform text and structured content



### Full Conversation

Simulates human conversation leveraging text and voice with better natural phrasing generated in response to free-form entry.



### Chat-like tools

Simulates some elements of a conversation without the full free-form capability.

## Proactive chat

**Explore a more pronounced or proactive where user needs more assistance.**

### Rationale

Chat-like interfaces for bill buddy are already being explored.

FABs and other patterns can triage calls in detail pages

### Next steps

Identify and test pilot programs targeting pages with high CIR

Example on a call detail

chat “I want the new  
iphone 17 now”

## Voice UI

# Voice may have a new role sensing emotions while entering text.

### INPUT

Users able to use voice and text interchangeably.  
Users can engage speech to text with AI cleanup.

### OUTPUT

Users can engage text to speech for content  
Users can complete tasks entirely with voice.

### SENSING

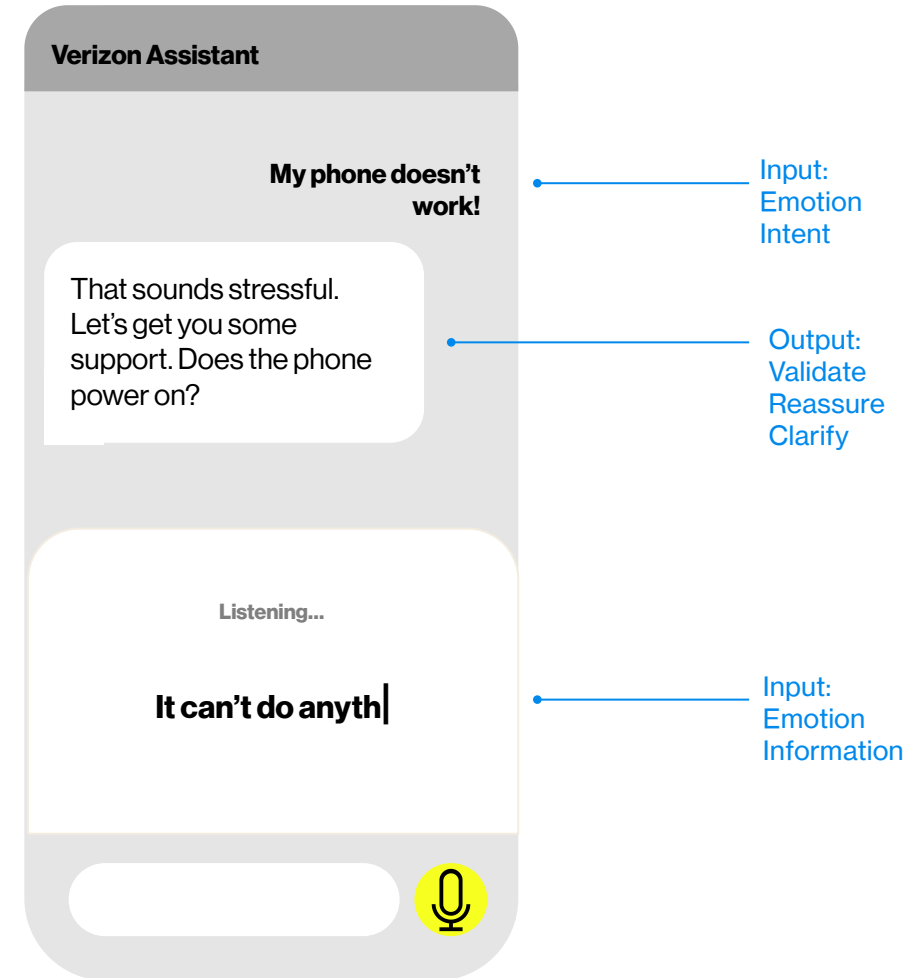
Voice can detect emotion helping improve agent interactions.

### Rationale

...

### Next steps

...



## Visual Language for AI

# Our visual language will focus user attention on the task and set expectations.

### SHOWCASE

Strong use of AI indicators to draw focus on a feature.

### INDICATE

Specific use of indicators to support AI actions or content.

### DISCLOSE

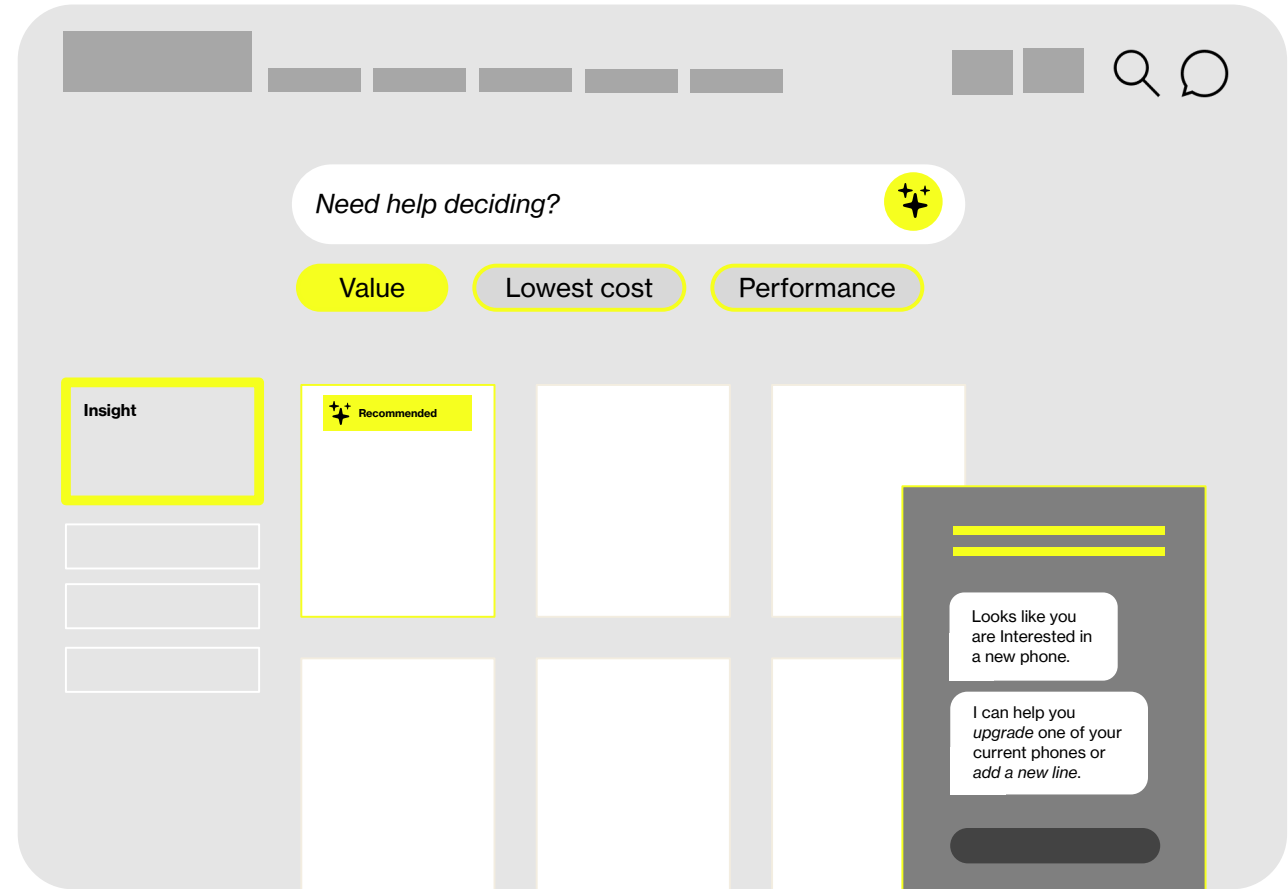
Minimal use of legal and visual indicators to clarify when generative AI might be present.

### Rationale

Users may not trust or welcome generative or agentic AI tools in specific areas. Over-communication may introduce doubt. Overpowering visual indicators may draw too much attention away from the user intent.

### Next steps

Move forward with subtle indicators and disclosure patterns. Develop stronger patterns with Brand, finding the right pilot for validation.



AI indicators to elevate and set expectations on the functionality of a specific AI tool and its related features and content. The chat feature takes a subtle approach to build trust and reliability.

## Interaction with traditional interfaces

# We will introduce features that integrate into experiences and tools that augment.

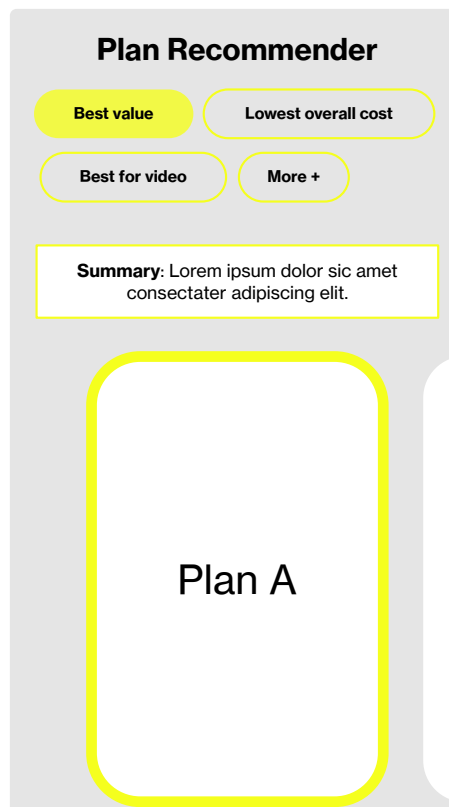
Lean into best-practices that best inform user comprehension, decision-making, and action.

### Rationale

Consistent patterns are more usable.  
We want to explore novel behaviors, expanding where proven stable and effective.

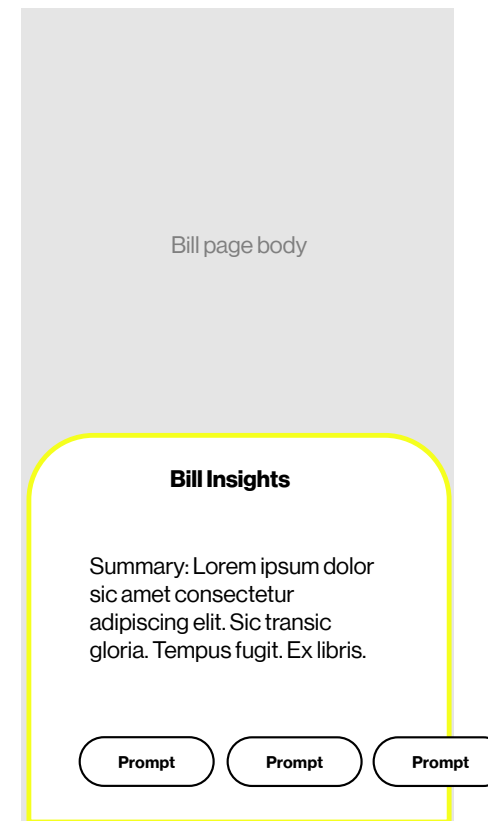
### Next steps

Develop pilot projects that explore different interaction models and feature-sets.



### In-Page

Prompts affect the summary and recommendation within the page.



### Layer

Content within the layer is generated on demand. UI controls affect the layer, but not the page.

## Leveraging Prompts

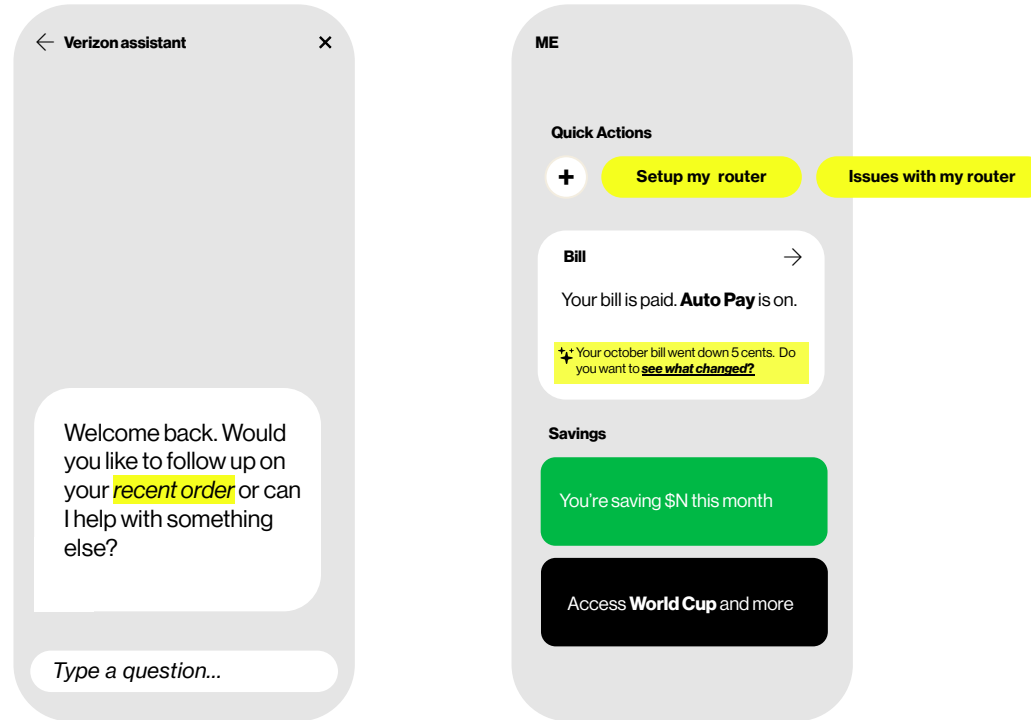
Prompts anticipate user needs, reflecting trends in user behavior and trends from the base.

### Rationale

Prompts reflect or guide user thinking, building trust and overall positive perception. Prompts can take different shapes.

### Next steps

Create patterns for indicating prompt/queriable phrases.



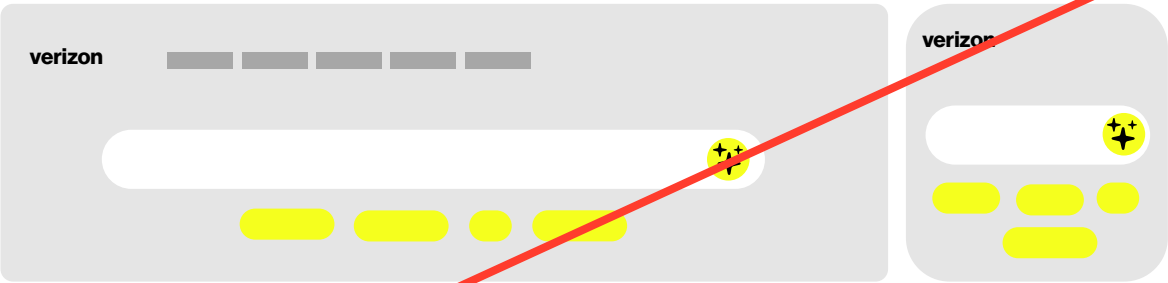
### Example

Prompts adapt to customer context and appear as text or ctas.

# Do we mega-prompt?

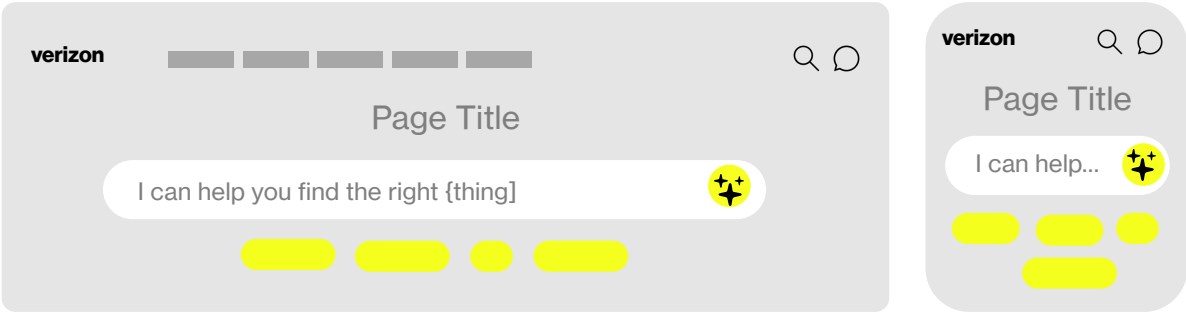
Mega-prompts may be useful hero elements to support user decision-making in specific areas, but not as the primary way of interacting with Verizon.

No: Global



A global mega-prompt would present an AI interaction as the PRIMARY way of interacting with the site/app. In this model, support tools must become more human-assisted as AI-prompting features replace older chat-bot models.

Caution: Hero



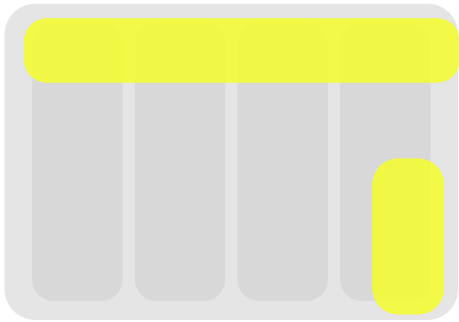
A mega prompt may be useful to users during important decision-making areas like comparing phones or plans but can misalign customer expectation on scope and performance

# How will chat relate to digital experience?

Mobile currently uses Sheet and Modal patterns to maintain orientation to the page. Further exploration needed to align on desktop options for specific AI tools.

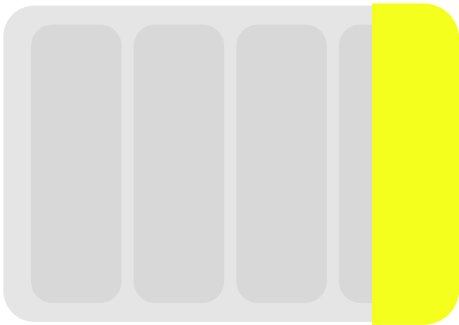
## Overlays

Sits on top of page content



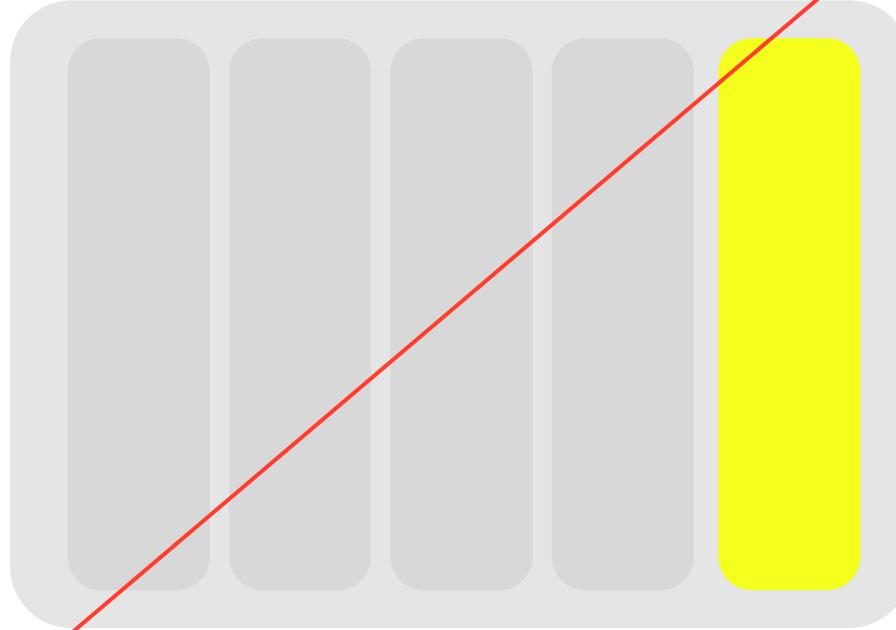
## Drawers

Implies global, in-page control.



## Columns

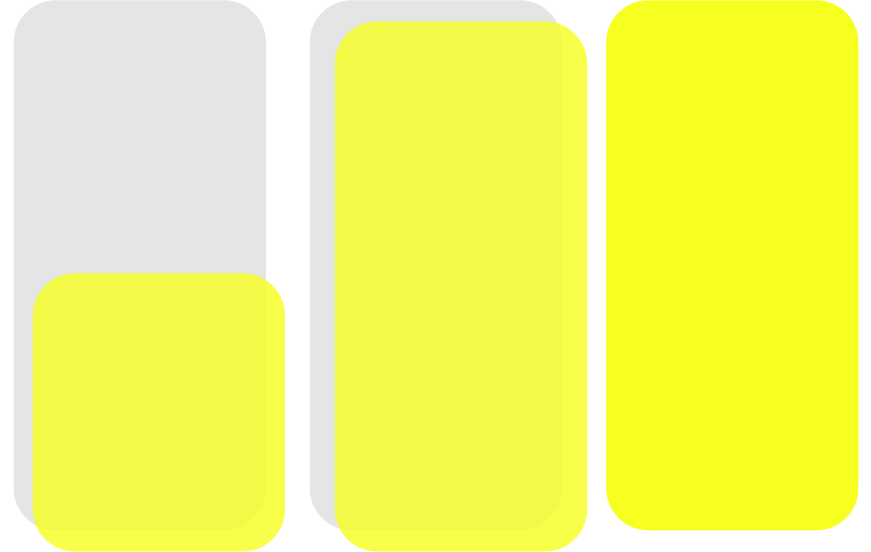
Chat column on/off, other content adjusts responsively



Reserve columns for in-page interactions

## Sheets

Full/partial layer

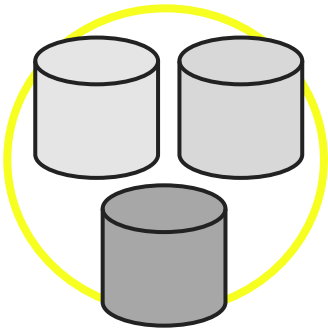


# How does it work?

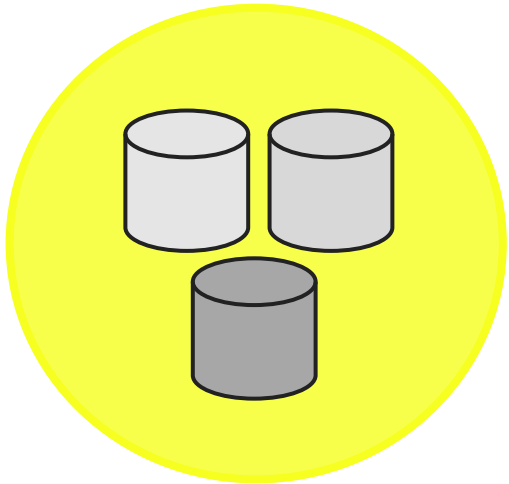
If we present an AI front door, what do we need to do differently in the experience to align with expectations.

- Show me how
- Most value
- Lowest cost

**Prompts**  
Capture and interpret natural language input. Seeded prompts indicate functions that perform for the individual user dynamically.



**Data**  
Process multiple data sources for reference and pattern.



**Synthesis**  
Correlate and identify trends and meaningful anomalies.

**Summary**  
Lorem ipsum dolor sic amet  
consectatur adipiscing elit.  
Lorem ipsum dolor sic amet  
consectatur adipiscing elit.  
Lorem ipsum dolor sic.

Expand

**Result**  
Prioritize and simplify accurate and useful responses.

## AI summaries are a generated response that synthesize and elevate key points from many individual sources with reference.

Customers expect to be shown the most relevant information and content, without distractions. Usability declines in the presence of excess content or choice.

**To a user, summaries another piece of content on the page fighting for a customer's very limited attention budget.**

**Do** offer prompts to help customer generate a summary if they are interested, and prompts should be tailored to types of questions they might have in their current context.

**Avoid** proactively generating summaries to reduce overall volume of content, maintain customer focus on intent without risk of introducing shock.

### **Personalized Insights**

In experiences where the customer's information colors the experience, AI insights can be a great way to cut to the chase and create the tl;dr. Insights can help educate users, structure user thinking, and decision-making. In certain instances we may choose to be proactive in displaying insights, using caution not to be alarmist.

### **Overview Summaries**

On screens and in flows where complexity exists in the material, but the content is not unique to the customer, use caution generating an additional AI summary layer as a core part of the template. Instead, consider the root cause of the complexity.

### **Query Summaries**

In query contexts (search or chat modality), AI summaries can be a great way to directly respond to a customer query saving them from having to navigate to the source page, or, they can help address more specific questions that may involve content from distributed or lengthy core sources.

## **We will need foundational work to ensure accuracy and prevent drift**

We need to clean up and structure older content so internal and external agents can interact with us.

We need to create repeatable structures to ensure tone, messaging, and guidance are similar but not necessarily uniform.

## **We need to test and learn into different prompt models and user them appropriately.**

### **Open prompts**

Good when we can freely interpret and produce clarifying results.

ex: Chat. this looks like unstructured text.

### **Guided**

When we need to educate the user on how to interact, preventing user error.

ex: Chat, Search. this looks like structured text

### **Direct**

When we need to explicitly frame the scope or train novice users.

ex: chat-like tools, features. These look like actions.