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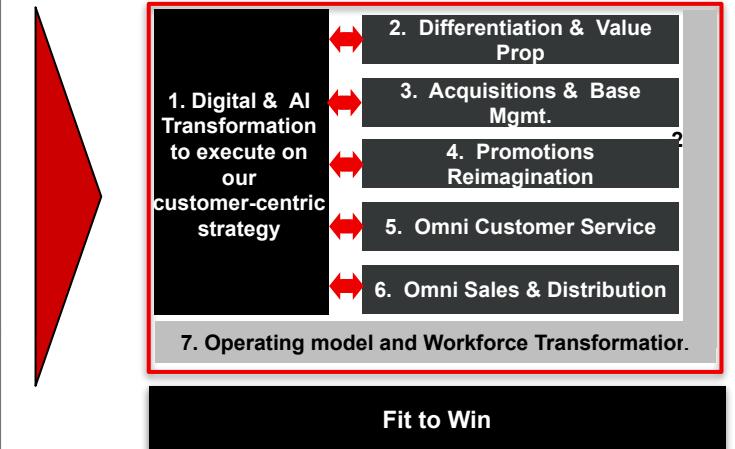
# 100% MVA

Master Deck

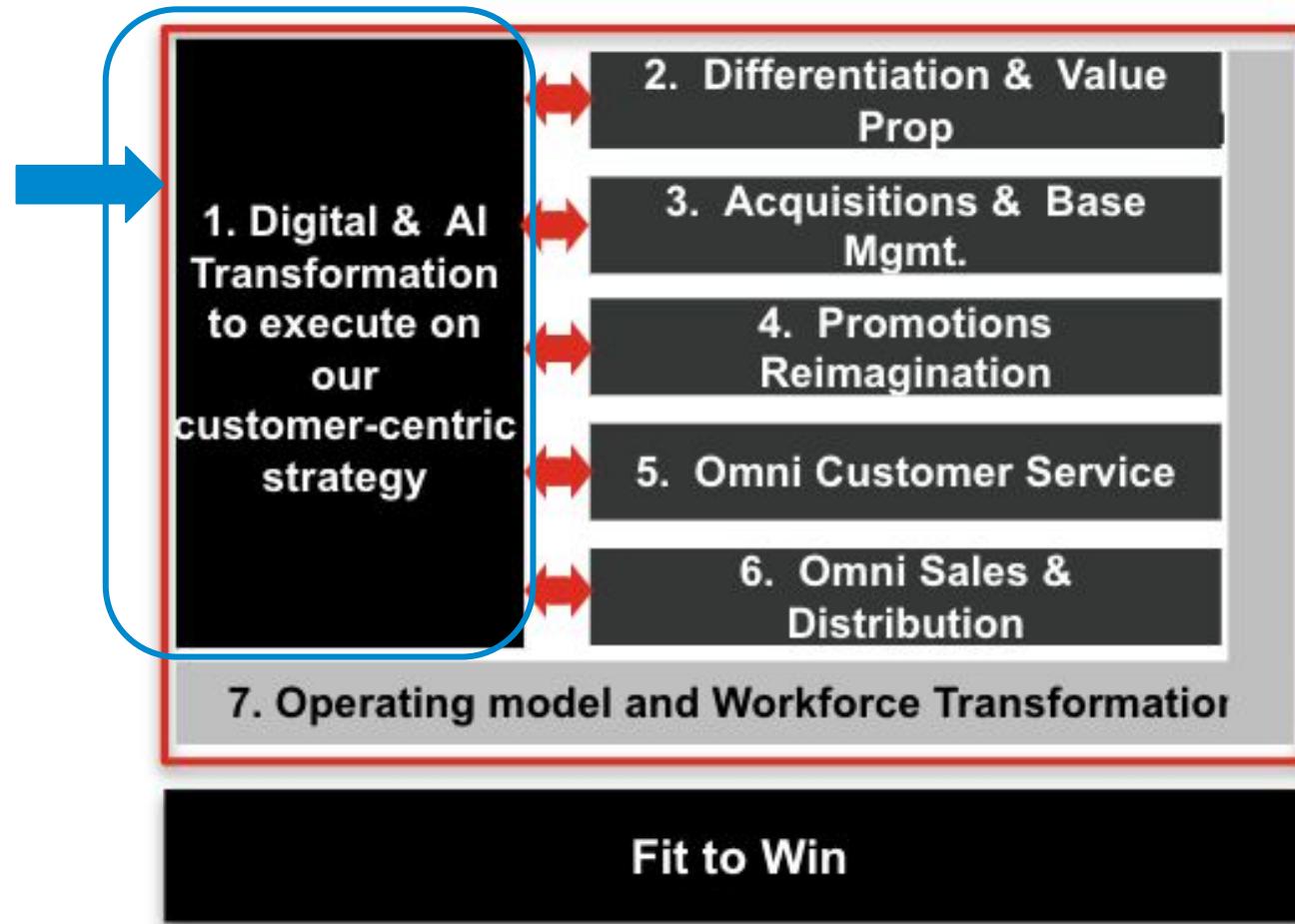


# VCG Forward Themes

<b>1</b>	<b>Personalization &amp; choice at scale</b>	Enable hyper-focused, AI-informed, line-level offers to optimize revenue, premium mix, NPS, COA/R and margin
<b>2</b>	<b>Digital-First Journeys</b>	Create digital-first E2E journeys, supported by and orchestrated with physical channels; Use MVA to engage with 100% of all accounts and lines.
<b>3</b>	<b>Promotion Reimagination</b>	Deploy line-level offers aligning device, service, and other promotion incentives to maximize yield
<b>4</b>	<b>Secured &amp; Optimized Base</b>	Leverage AI to personalize retention offers and scale our segmented programs, thereby reducing churn + COR and maximizing upsell + yield
<b>5</b>	<b>Converged Products</b>	Cross-sell mobile, home and other products inc. +Play to grow revenue and deepen engagement / lower churn
<b>6</b>	<b>Turbo charge Nationwide Broadband</b>	Accelerate FiOS and FWA growth to grow revenue and secure our mobile customers; tailor local activity to improve pen. and sales effectiveness
<b>7</b>	<b>Reimagined Sales and Distribution</b>	Optimize our fleet and orchestrate experiences across channels to drive superior sales quality and cost efficiency
<b>8</b>	<b>Omni Channel Customer Experiences</b>	Reduce pain points across our most critical customer journeys in all channels
<b>9</b>	<b>Radical Simplification</b>	Drive product quality, seamless upstream processes, simple(r) promotions, fewer price plans, and a comprehensive rationalization of policies

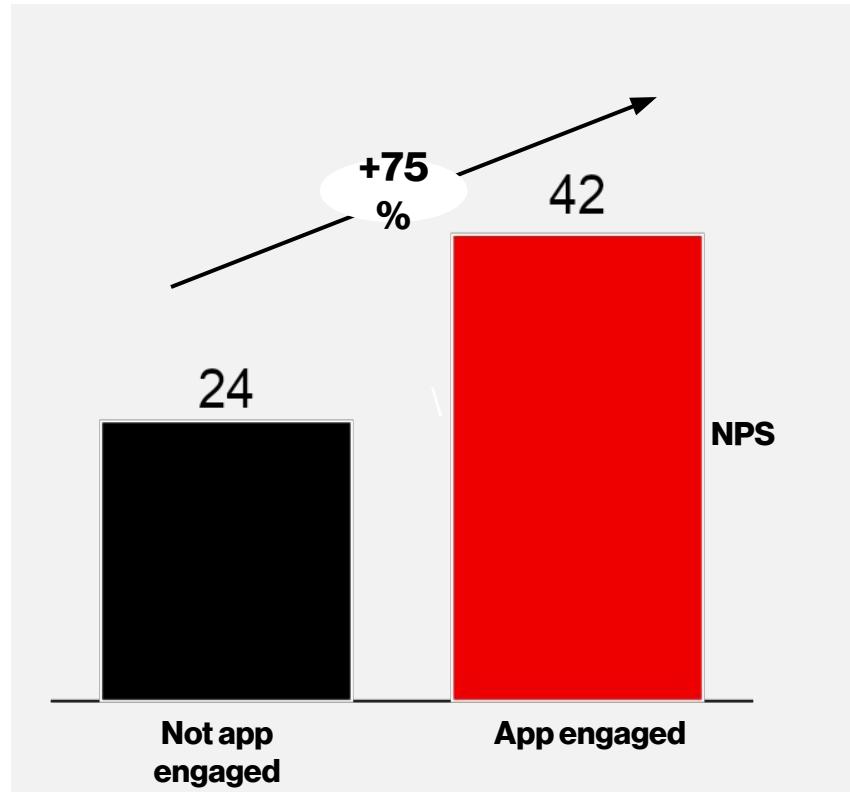


# VCG Forward

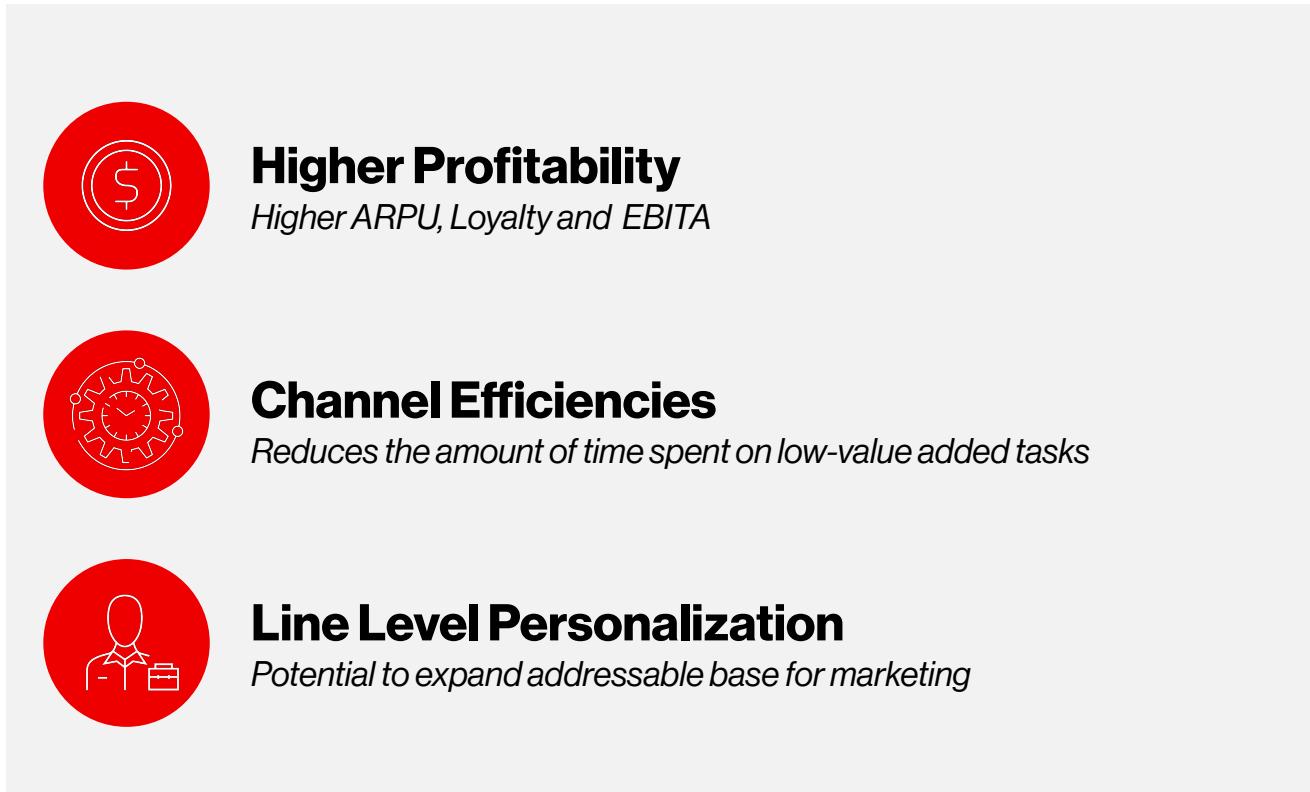


# Higher MVA engagement drives significant benefits for Verizon

## Improves Customer Experience Outcomes...



## Improves Business Outcomes ...



# Digital Engagement continues to accelerate & transform the business

## 2018: Where We Were

**Digital Interactions: 1.7B**  
**CS Contacts: 103M**  
90M calls + 13M messages

**MVA Engaged Accounts: ~13M (~35%)**

**MVA % of Digital Sales - Customers: 42%**  
**MVA % of Digital Sales - Prospects: 0%**

## 2022: Where We Are

**Digital Interactions: 2.3B**  
**CS Contacts: 87M**  
69M calls + 18M messages

**MVA Engaged Accounts: 23M (72%)**  
**MVA Engaged Lines: 33M (42%)**

**MVA % of Digital Sales - Customers: 58%**  
**MVA % of Digital Sales - Prospects: 4%**

## 2024 Aspiration

**MVA Engaged Accounts: 33M  
(100%)**

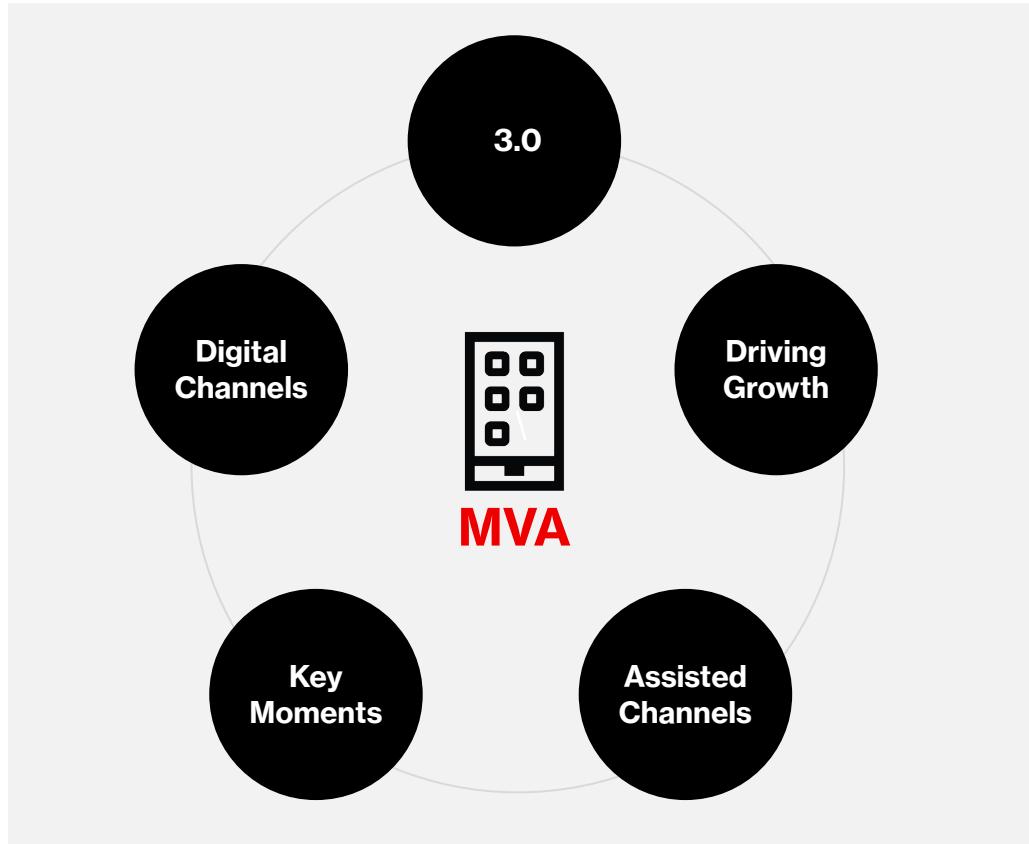
**MVA Engaged Lines: 98M  
(100%)**

Accelerating MVA Engagement at the line level can be accomplished through Activations, but also through other programs

Note: The average VZ Account activates 1.5 times/year.



# Fueling MVA Engagement is a collection of five pillars



## Re-imagine our flagship app in My Verizon

**Expand** into programs that leverage MVA for prospecting, test drive our network and more

**Position** MVA as a required in-store experience to elevate the overall CX

**Shift** CX moment from OEM's device setup to embedded within MVA

**Widen** scope to accelerate growth of MVA through gamification and unmissable entries across the Digital CX ecosystem

**Alignment across all five programs drives exponential impacts in growth and accelerates MVA engagement**



# Accelerating MVA engagement will require more than Technology



## VCG Forward (Complete)

Business **alignment** on **radical ideas** to fuel **Digital adoption** and growth.

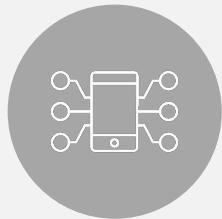
Line level Marketing & Engagement strategies **enabled through MVA**.



## People, Process & Policy (4Q2022)

Our **processes and policies** adapt a **Digital-first mentality** with **simplicity**.

Leverage our **Reps to position MVA** as a **required unlock** to elevate CX.



## Foundational Technology (2023)

Continued enablement of **multi-year strategic programs**.

**Investment** in tech **infrastructure** such as new Authentication capabilities and Universal Profiles.

**Immediate growth in MVA Engagement can be enabled through non-Technology actions**



# 100% MVA Roadmap

CONTINUE

EXPAND

NEW

NEW

EXPAND

Programs	Radical Ideas	Completed	4Q2022	1H2023	2H2023 (incl. Exploring)
<b>MVA 3.0</b> <i>Our strategic program in '22 to re-image our flagship app in My Verizon. We're enabling Home + Mobile experiences, introducing Brand 3.0 and elevating the Verizon Assistant. All actions allowing us to sunset the My Fios App in '23.</i>	• <b>VCG's remaining 30+ customer-facing Apps are incorporated into MVA</b>	✓ Unification of Home & Mobile ✓ Unified SSO & Payments ✓ Enablement of Fios Features ✓ Organic migration of Fios customers ✓ Brand 3.0 MVP ✓ MVP Milestone Launch (July)	<ul style="list-style-type: none"> <li>Elevate 'One Bot' VZA pilots</li> <li>Deliver more Fios features</li> <li>Brand 3.0 expansion</li> <li>Organic migration of Fios customers</li> </ul>	<ul style="list-style-type: none"> <li>Complete Fios feature in MVA</li> <li>Drive Fios customer migration</li> <li>Brand 3.0 expansion</li> </ul>	<ul style="list-style-type: none"> <li>Sunset My Fios App</li> <li>Multi-App Experimentation &amp; Testing:           <ul style="list-style-type: none"> <li>Smart Family</li> <li>Cloud Unlimited</li> <li>Digital Secure</li> </ul> </li> </ul>
<b>MVA Driving Growth</b> <i>A collection of efforts that began in '21 with the BYOD Sales+Activation experience via MVA and will expand into further programs that leverage MVA for prospecting, test driving our network, and more.</i>	<ul style="list-style-type: none"> <li><b>All prospecting via Digital, including where all Media volumes are pointed, is only via MVA</b></li> <li><b>Pre orders only via MVA</b></li> </ul>	✓ BYOD Sales + Activation experience ✓ Shop Ecosystem via MVA 3.0 ✓ Chat expansion via MVA 3.0 ✓ My Offers & Deal Seeking nav in MVA	<ul style="list-style-type: none"> <li>Test Drive via MVA for Mobile</li> <li>App-specific BYOD (GA + AAL) Promos</li> <li>Migrate MVA BYOD sales flow to NSA</li> </ul>	<ul style="list-style-type: none"> <li>Free Trial Commercial Launch</li> <li>Digital Exclusive Promos</li> <li>Onboarding Optimization - Video</li> </ul>	<ul style="list-style-type: none"> <li>Prospect App Expansion</li> <li>eSIM Expansion</li> <li>'Explore App' Lead Capture</li> <li>Express, Guided &amp; 5G-Ready Flows</li> <li>Onboarding - Drive Early Engagement</li> <li>Embedded in National Demand Gen</li> </ul>
<b>MVA in Assisted Channels</b> <i>A new program that more strongly positions the App as a required in-store experience to elevate the overall CX.</i>	• <b>Select service and sales transactions via MVA only; assistance when/if needed</b>	n/a (new)	<ul style="list-style-type: none"> <li>Retail Welcome Tower - QR Code to MVA Download (71 stores)</li> <li>'Set Up &amp; Go' Testing</li> </ul>	<ul style="list-style-type: none"> <li>Retail - Arrival -&gt; Check-In</li> <li>Retail - Arrival -&gt; Guest List MVP</li> <li>Digital Collab XP Testing</li> </ul>	<ul style="list-style-type: none"> <li>Retail: Arrival, Shopping &amp; Fulfillment</li> <li>Retail: In-Store Collab &amp; Self-Guided</li> <li>Retail: Post-Visit Support &amp; Feedback</li> <li>Voice --&gt; Mobile Guided Flows</li> <li>Voice: Digital Collab/Cobrowse Testing</li> <li>Innovation Pilots</li> </ul>
<b>MVA in Digital Channels</b> <i>A collection of efforts that began after the initial MVP launch of MVA 3.0 in July '22 and will expand in scope to accelerate the growth of MVA through gamification and unmissable entries across the Digital CX ecosystem.</i>	• <b>Shift all customer communications from email to App-based messaging</b>	✓ Digital Registration Shell Account ✓ App Indexing via Universal Links ✓ Mktg Paid Search Destination ✓ Push Enablement Enhancements	<ul style="list-style-type: none"> <li>Push Enhancements - Customer Re-Enablement</li> <li>iOS Spotlight Search</li> <li>App Clips - Store Check-In</li> <li>App Store Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Push Enh. - Images &amp; Wearables</li> <li>OS Search - Android &amp; iOS Spotlight</li> <li>OS App Clip - Prospect Apps</li> <li>OS Widgets - Data Utilization</li> <li>Innovation PoC: Gaming Mechanics</li> <li>Immersive Partner Experience Pilots</li> </ul>	<ul style="list-style-type: none"> <li>Push Enh. - Imagery &amp; Wearables</li> <li>App Store Optimization</li> <li>MVA Communities Integration</li> <li>App-Exclusive Content</li> <li>OS Widgets - Speeds &amp; Offers</li> <li>App XP - 5G Showcase</li> <li>App XP - Travel Companion</li> <li>App XP - VZIY &amp; Unlock Your Account</li> <li>Innovation Pilots</li> </ul>
<b>MVA in Key Moments</b> <i>A new program where the activation CX moment shifts from the OEM's device setup to instead reside within MVA.</i>	• <b>All activation moments shift from OEM's device setup to instead reside within MVA</b>	✓ eSim MVA Activation	<ul style="list-style-type: none"> <li>MVA eSIM Test Drive Pilot</li> </ul>	<ul style="list-style-type: none"> <li>Web to MVA Flow BYOD</li> <li>Shell Acct Expansion to MVA</li> </ul>	<ul style="list-style-type: none"> <li>Paused</li> <li>Device Mktg + OEM dialogue</li> </ul>



# 100% MVA Roadmap

CONTINUE

EXPAND

NEW

EXPAND

NEW

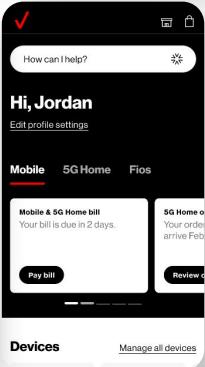
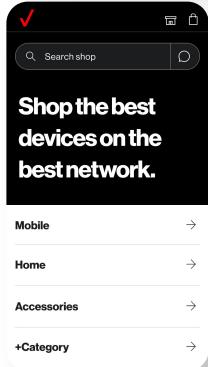
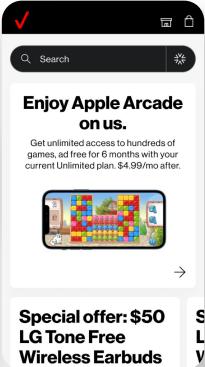
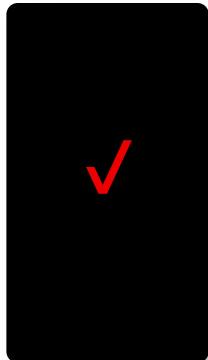
Programs	Completed	1H2023	2H2023
<b>MVA 3.0</b> <i>Our strategic program in '22 to re-image our flagship app in My Verizon. We're enabling Home + Mobile experiences, introducing Brand 3.0 and elevating the Verizon Assistant. All actions allowing us to sunset the My Fios App in '23.</i>	<ul style="list-style-type: none"> <li>✓ Unification of Home &amp; Mobile</li> <li>✓ Unified SSO &amp; Payments</li> <li>✓ Enablement of Fios Features</li> <li>✓ Organic migration of Fios customers</li> <li>✓ Brand 3.0 MVP &amp; expansion</li> <li>✓ MVP Milestone Launch (July)</li> <li>✓ Elevated 'One Bot' VZA pilots</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Fios feature in MVA</li> <li>• Drive Fios customer migration</li> <li>• Brand 3.0 expansion</li> <li>• Elevated 'One Bot' VZA Pilots continue</li> </ul>	<ul style="list-style-type: none"> <li>• Sunset My Fios App</li> <li>• VCG App Ecosystem Experimentation &amp; Testing: <ul style="list-style-type: none"> <li>• Smart Family</li> <li>• Cloud Unlimited</li> <li>• Digital Secure</li> </ul> </li> </ul>
<b>MVA Driving Growth</b> <i>Fully equip MVA to support growth initiatives including prospect-tailored experiences, expanded access &amp; app-unique capabilities.</i>	<ul style="list-style-type: none"> <li>✓ BYOD Sales + Activation experience</li> <li>✓ Shop Ecosystem via MVA 3.0</li> <li>✓ Sales Chat expansion via MVA 3.0</li> <li>✓ My Offers &amp; Deal Seeking nav in MVA</li> <li>✓ Test Drive pilot &amp; Meta campaign</li> <li>✓ Migrate MVA BYOD sales flow to NSA</li> </ul>	<ul style="list-style-type: none"> <li>• Free Trial Commercial Launch</li> <li>• Digital Exclusive Promos</li> <li>• Onboarding Optimization - Video</li> <li>• Prospect App</li> </ul>	<ul style="list-style-type: none"> <li>• Prospect App Expansion</li> <li>• eSIM Transfer Flow(s)</li> <li>• 'Explore App' Lead Capture</li> <li>• App Optimized Shopping:</li> <li>• Express, Guided &amp; 5G-Ready</li> </ul>
<b>MVA in Assisted Channels</b> <i>Embed &amp; scale app-led assisted experiences enriching customer-rep interactions, boosting engagement &amp; creating new operational efficiencies.</i>	<ul style="list-style-type: none"> <li>✓ Retail Welcome Tower: QR Code to MVA Download / Check-in (71 stores)</li> <li>✓ 'Set-Up &amp; Go' testing</li> </ul>	<ul style="list-style-type: none"> <li>• Retail - Arrival -&gt; Check-In</li> <li>• Retail - Arrival -&gt; Guest List MVP</li> <li>• Retail - Shared Experience (Cobrowse/VT)</li> </ul>	<ul style="list-style-type: none"> <li>• Retail: Arrival, Shopping &amp; Fulfillment</li> <li>• Retail: In-Store Collab &amp; Self-Guided</li> <li>• Retail: Post-Visit Support &amp; Feedback</li> <li>• Voice-Initiated Mobile-Assisted Guided Flows</li> <li>• Voice: Digital Collab/Cobrowse Testing</li> <li>• Innovation Pilots: Dial My App</li> </ul>
<b>MVA in Digital Channels</b> <i>Amplify app impact &amp; engagement frequency with compelling app-led content &amp; immersive experiences while fully utilizing app peripherals that create unmissable customer entry.</i>	<ul style="list-style-type: none"> <li>✓ Digital Registration Shell Account</li> <li>✓ App Indexing via Universal Links - Shopping</li> <li>✓ Mktg Paid Search Destination</li> <li>✓ Push Enablement Enhancements</li> </ul>	<ul style="list-style-type: none"> <li>• App Indexing via Universal Links - PDP's &amp; Top Self Service</li> <li>• Push Enhancements - Cust. Re-Enable via OS Settings</li> <li>• Push Enhancement - Images &amp; Wearables</li> <li>• OS Search - Android &amp; iOS Spotlight</li> <li>• OS App Clip - Prospect Appts &amp; Store Check-In</li> <li>• Innovation PoC: Interactive Widgets</li> <li>• Immersive Partner Experience Pilots</li> </ul>	<ul style="list-style-type: none"> <li>• Push Enh. - Imagery &amp; Wearables</li> <li>• App Store Optimization &amp; In-App Events</li> <li>• MVA Communities Integration</li> <li>• App-Led Content Pipeline</li> <li>• OS Widgets - Dynamic Content (Speeds &amp; Offers)</li> <li>• App XP - 5G Showcase Pipeline</li> <li>• Innovation Pilots: Last Mile Capability</li> </ul>
<b>MVA in Key Moments</b> <i>Elevate the app to proactively support key relationship-critical moments when our customers need us most.</i>	<ul style="list-style-type: none"> <li>✓ Activation - eSim MVA Activation</li> </ul>	<ul style="list-style-type: none"> <li>• Activation - Web to MVA Flow BYOD</li> <li>• Join VZ - Shell Account Expansion to MVA</li> </ul>	<ul style="list-style-type: none"> <li>• Activation - eSIM Transformation (Device Mktg)</li> <li>• App XP - Travel Companion</li> <li>• App XP - Proactive Troubleshooting 'VZIY'</li> <li>• App XP - Onboarding to 'Unlock Your Account'</li> </ul>



# MVA 3.0



# MVA 3.0 Vision: A continuous evolution to unlock next level experiences.



## Conversational & Personal

Humanized dialogue that drives voice enabled interaction via the **Verizon Assistant (VZA)**. SOI powered **personalized experiences**. We do more so our customers can do less.



## Convenience & Connection

**Dynamic features that take full advantage of a device & app's unique capabilities.** Provides **prospects & customers** easy access to Verizon's full product suite throughout the customer lifecycle, with **unified SSO and payment wallets**. **Flexible platform** central to achieving growth & customer satisfaction ambitions.



## Simple & Seamless

**Unification of Mobile & Home.** Relevant content to create **seamless support** and **smarter shopping** experiences. Drive simple promos, products and policies. **Sunset My Fios App.**



## Brand 3.0

Experience that aligns with the **next evolution of our brand**, interaction and navigation model to improve discoverability and brand perception.



# Brand 3.0

The image displays a grid of 10 mobile application screens, each representing a different section of the Verizon app under the 'Brand 3.0' theme. The sections are labeled at the top of each row:

- Welcome:** A large black screen featuring a prominent red checkmark icon.
- Sign in:** A sign-in screen asking for security information, with a password field and a 'Sign in' button.
- Onboarding:** An onboarding screen showing a smartphone interface with a red box highlighting a specific area, and the text "Shop and upgrade in minutes. The fastest way to get what you want."
- Discover:** A discover screen for Apple Arcade, showing a game preview and the text "Enjoy Apple Arcade on us. Get unlimited access to hundreds of games, ad free for 6 months with your current Unlimited plan. \$4.99/mo after."
- Account:** An account screen for Jordan, showing a bill summary, payment options, and notifications.
- Profile Settings:** A profile settings screen for mobile and Fios accounts, allowing users to edit personal information.
- Shop:** A shop screen for mobile devices, featuring a headline "Shop the best devices on the best network." and a "Mobile" section.
- Up:** An "Up" screen for Verizon Up members, showing a balance of \$10.00 Device Dollars and a headline "Verizon Up is getting an update."
- Stores:** A stores screen listing a store at Hudson Yards, including details like opening hours and in-store features like Scan & Go and VZ Pass.

# MVA 3.0 impacted across all 5 focus areas



## Engagement

### Sept reached a new all time high

Customers are using MVA more & more, nearly achieving 72% in Sept, up >500 bps Y/Y.



## Sales

### Elevated digital traffic during Iconic

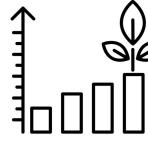
Increased traffic of 174% iOS and 23% for Android users. Conversion up for both Mobile (36 bps) Home (53 bps) post-June.



## Service

### Call Volume Reduction Gains

31 bps Call-In-Rate improvement resulting from improved findability, page transitions & broader app performance.



## Performance

### Error Rates & Crash Free Rates improved

MVA 3.0 remained stable during iconic preorder and launch. Page speeds overall up 16% with all-time low app crash & error rates.



## Satisfaction

### App Store Ratings hit a milestone

MVA Android app reached an all-time high 4.6 rating in the Google Play Store while sustaining our 4.5 App Store rating.

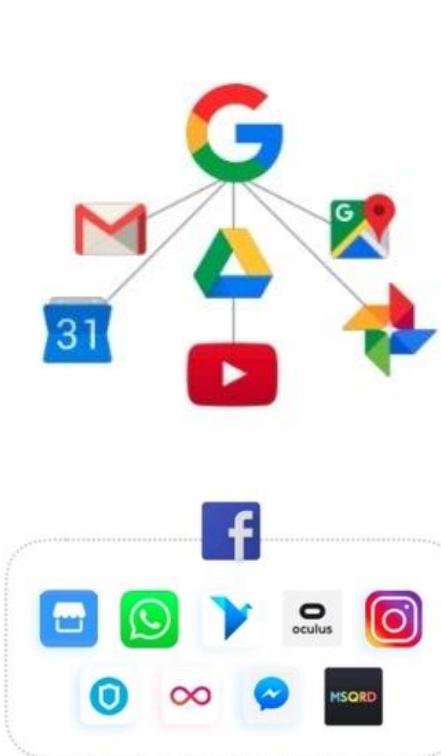


# <roadmap slide - remaining MVA 3.0 work>



# Unified our Flagship Apps, now let's Unify our App Ecosystem

Amplify impact across multi-app interactions



👤  
**<goal 1>**

<placeholder>

☰  
**<goal 2>**

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↗  
**Brand 3.0**

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placeholder - Dan/Danielle worked out 3 goal/focus area structure w/ Digital Product team already

Leveraging MVA 3.0 overview template structure as common 'intro' slide to section



# Opportunity

Create a shared VCG strategy on optimizing our product portfolio focusing on simplicity and consistency for our customers and meeting the business needs

**How does Verizon show up?**

**How do Customers shop?**

**How do Customers access?**

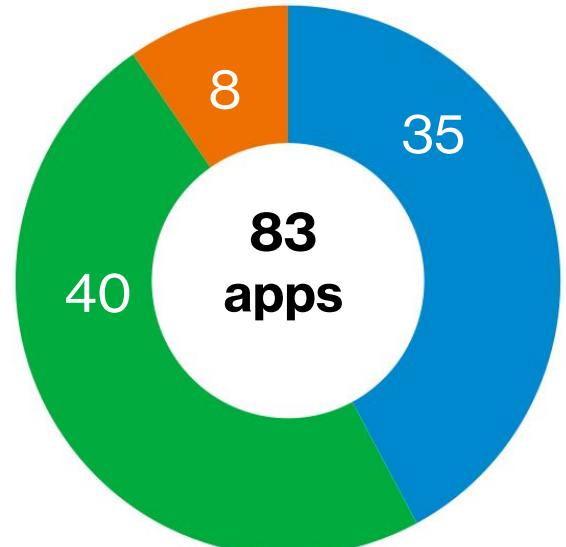
**How do Customers engage?**

Create a ***unified digital product experience*** for customers to seamlessly enjoy all Verizon has to offer

# Verizon Brand Apps (As of Q2 2022)

## Verizon Apps (Public in App Stores, End 2Q22)

● Consumer ● Business / Connect ● Internal/Other



### Consumer



### Business/Connect



### Internal/Other

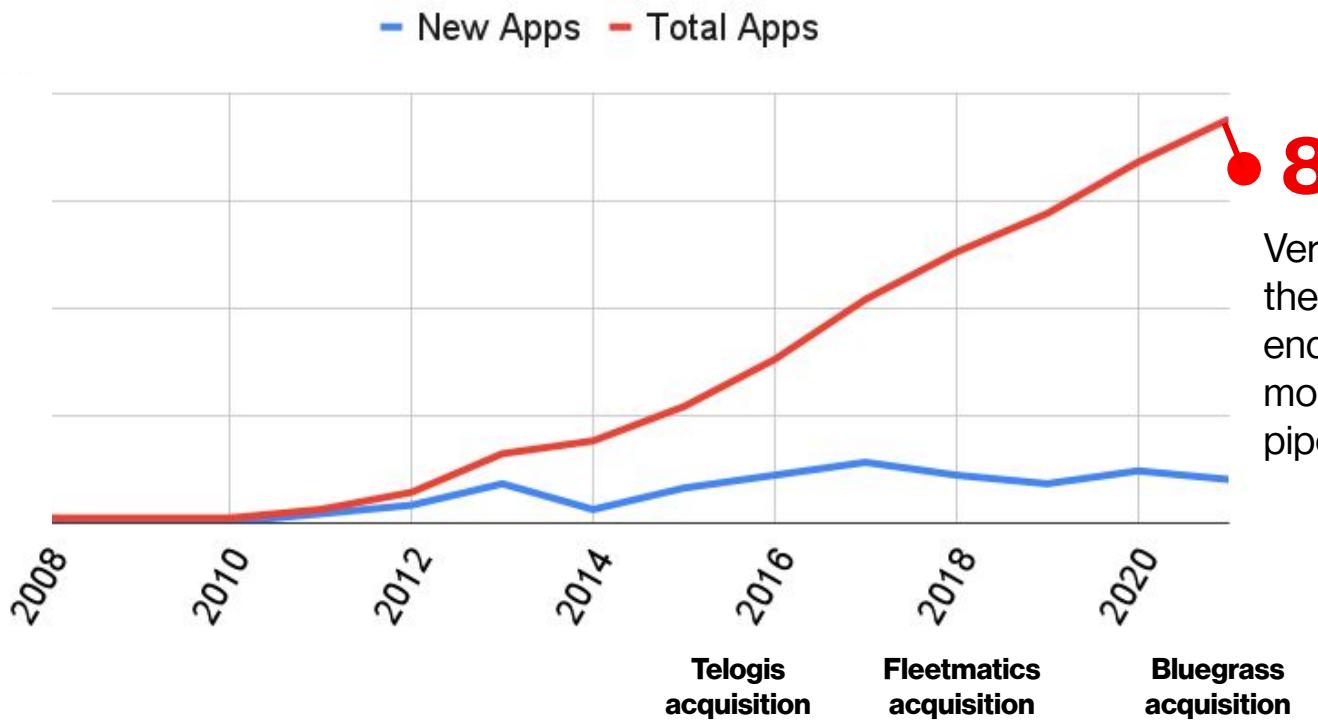


Disclaimer the icons here are just subset selection

d.

## Verizon's Current State App Ecosystem

When trying to interact with Verizon, customers must find their app from our large selection that has built up over time.

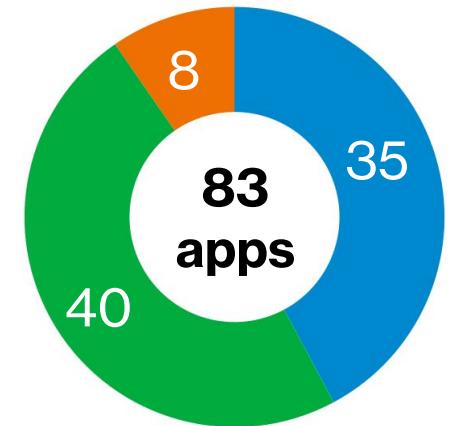


**83**

Verizon apps in the marketplace end 2Q'22 with more in the pipeline

**Verizon Apps (Public in App Stores, End 2Q22)**

● Consumer ● Business / Connect ● Internal/Other

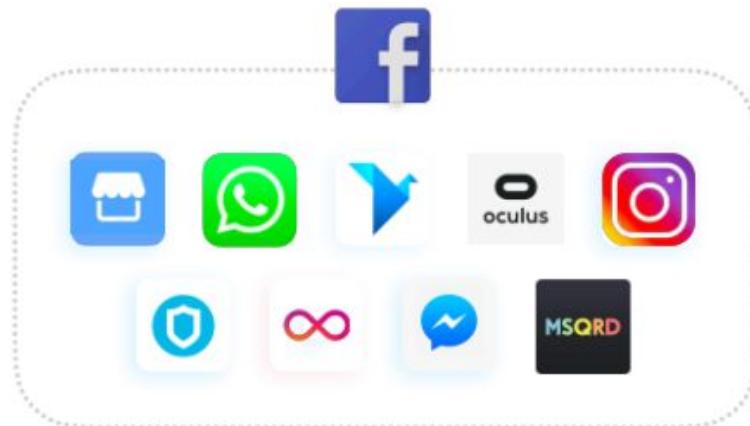


# Types of Branded App Families

## A Bespoke App for Every Task



## A Hub-and-Spoke Exchange



## A Mobile Lifestyle



**Focused**

Single Purpose  
Constellation

**Mixed**

Multipurpose Platform with Single  
Purpose Constellation

**Expansive**

Multipurpose  
Platform

### Negative

**"Too many apps,** I am not interested in and they are taking room."

Medallia 11/17/2021

**"Too many apps.** My VZ, My Fios, Fios TV. Why can't you have one app for both my TV, Internet and wireless."

Medallia 3/8/2021

**"There's too many different apps for Verizon. So now I have three different passwords** I have to remember for anything in Verizon I think it would've been better to have one app and have different sections inside each app."

Medallia 10/4/2021

**"Verizon has too many apps** to search for accounts. Too many passwords to remember."

Medallia 10/27/2021

**"Too many apps, My VZ, My Fios, Vz Up.** I totally surrender."

Medallia 8/19/2021

### Positive

**"Verizon is a trusted brand** so I feel I should download"

Customer research panel, 5/15/21

**"App was super easy to use, took about 10 mins to transfer my content.**

The app was actually suggested by Verizon Employee"

App Store Review  
Content Transfer

**"Saved me headaches and trust,** amazing knowing what I can strict"

App Store Review  
Vz Family

# Competitive Analysis

## Telecom Industry

- T-Mobile and AT&T face similar issues as us, maintaining over two dozen apps each, many which mirror our offerings.
- T-Mobile's rewards program is found in T-Mobile Tuesdays, separate from My T-Mobile.
- T-Mobile for Business customers manage their account in the My T-Mobile app.
- AT&T merged AT&T for Business app and the AT&T THANKS rewards app features into the main myAT&T app in 2020.
- AT&T has struggled with clarity around the branding of their streaming content app.
- AT&T's miAT&T sees surprisingly high usage thanks to their AT&T Mexico customers.

## T-Mobile App Family

	Consumer	Business	International + Government
500K+ MAUs	My T-Mobile  T-Mobile Tuesdays		
<500K MAUs	T-Mobile Money  DIGITS  T-Mobile Internet  Scam Shield  Family Where Play  Visual Voicemail  Family Mode  Tech PHD  Device Unlock Caller Tunes  Tech Experience  App Experience  T-MOJIS  ZenKey SyncUP Tag  SyncUP Drive  SyncUP Pets  Network Test Drive	Events  Direct Connect  Carrier Hub Mgmt GoPoint Business POS	CEO (NED)  Mein Magenta (AUS)  Doktor (POL) Muj T-Mobile (CZE)  TV GO (CZE)  Applikace (CZE)

## AT&T App Family

	Consumer	Business	International + Government	Employee + Other
500K+ MAUs	myAT&T  DirectTV		miAT&T	
<500K MAUs	U-verse  Secure Family  Personal Cloud  ATT All-Access  DirectTV Stream Device Help  Visual Voicemail  Smart Wi-Fi  ATT All-Access  DirectTV Stream Digital Life  ProTech  Smart Home  AT&T Messages  ZenKey Photo Storage  Mobile Security  Mobile Transfer  Call Protect	Business Messenger  Workforce Manager  Fleet Manager Enhanced PTT  Office @Hand  Sales Pro  Private Wi-Fi Attend (events)  FirstNet Assist	DirectTV (en ESP)  ReMo (en ESP) Global Network  WATCH TV (Sunset)  AT&T YesOK  Fast Track	



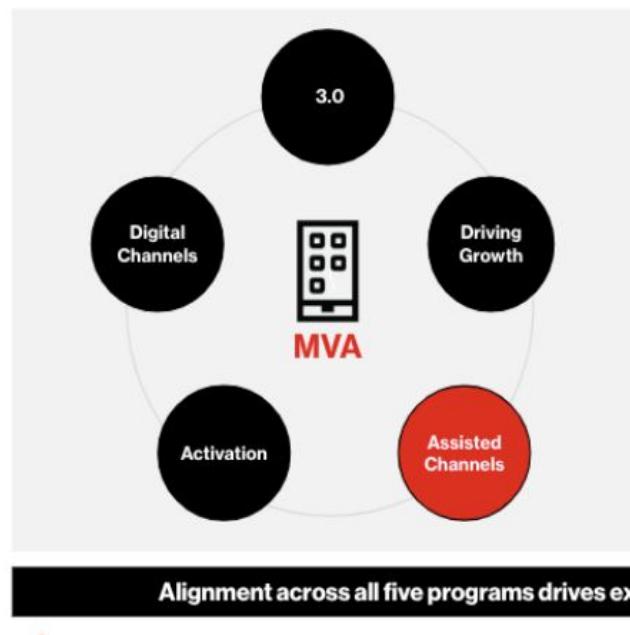
# MVA in Assisted



# Enabling MVA 100%

Driving MVA engagement in assisted channels is one among 5 pillars supporting the MVA 100% program. The focus is on:

## Fueling MVA Engagement is a collection of five programs



### Re-imagine our flagship app in My Verizon

**Expand** into programs that leverage MVA for prospecting, test drive our network and more

**Position** MVA as a required in-store experience to elevate the overall CX

**Shift** CX moment from OEM's device setup to imbedded within MVA

**Widen** scope to accelerate growth of MVA through gamification and unmissable entries across the Digital CX ecosystem

- **Assisted Channel Focus:**
  - Voice (IVR)
  - Live Chat (incl. Inside Sales)
  - Retail
- **Embedded and non duplicative** in retail and assisted channels
- **Retail Feature Pilots;** experiment, measure, learn, & iterate
- **Measuring success:** 72 hrs post assisted channel MVA engagement
- Developing a **more robust** measurement of success and measure the impact as we scale across our fleet



# <MVA in Assisted headline>

## <L2 heading>



### <Embedded>

<placeholder>



### <Digital Collaboration>

<placeholder>



### <VIMA/Guided Flows>

<placeholder>

placeholder - Amir/Darren/Jen Sherlock work categorization; different than the pseudo tenants on RACX original deck

Leveraging MVA 3.0 overview template structure as common 'intro' slide to section



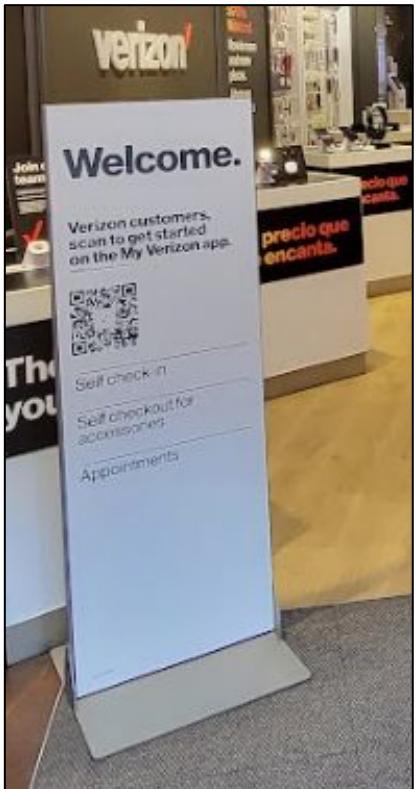
# <roadmap slide - detailed view of MVA in Assisted work>



# Retail Arrival | Experience Pillars

## Traffic Management

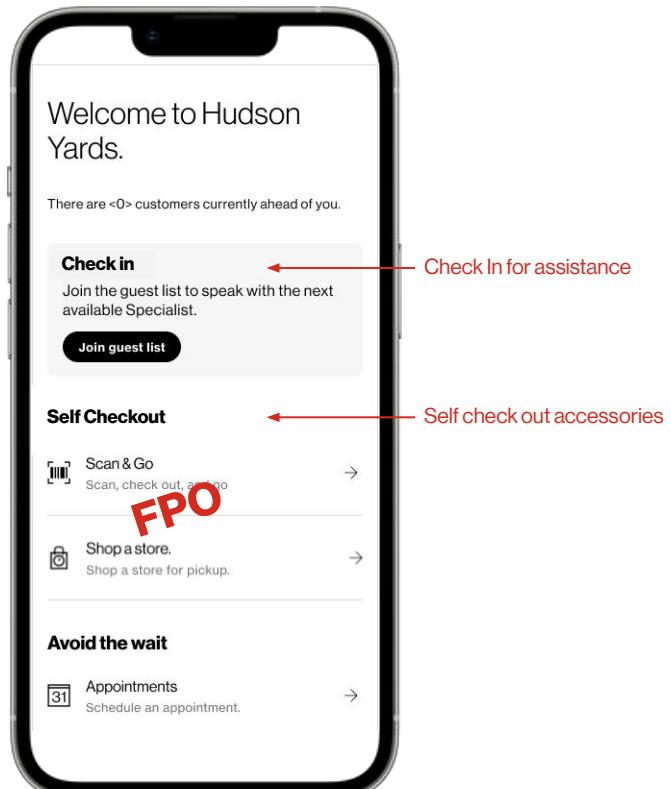
Immediately greet or acknowledge customers upon arrival.



Welcome Tower

## NBx - Customer Triage

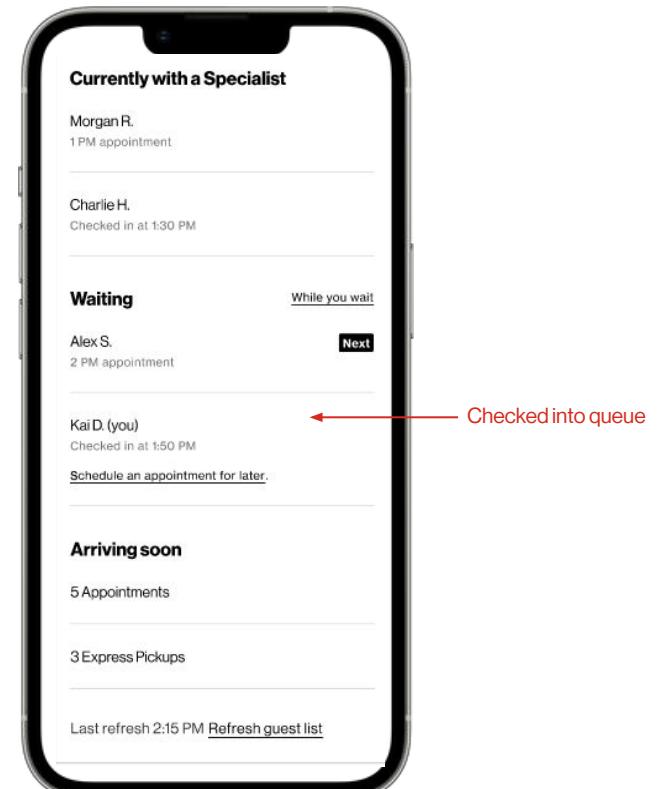
Provide clear options for customers to check in for assistance or skip the line and self-checkout.



Next Best Action

## Queue Transparency

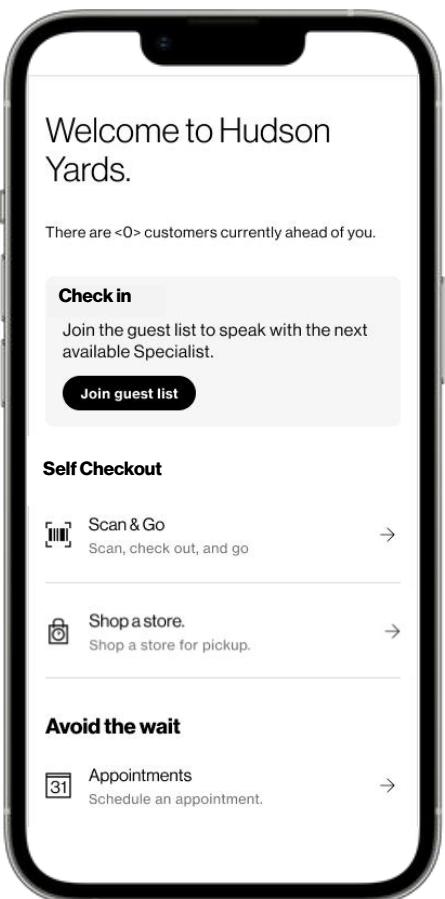
Be transparent about the queue and ensure customers know when they will be helped.



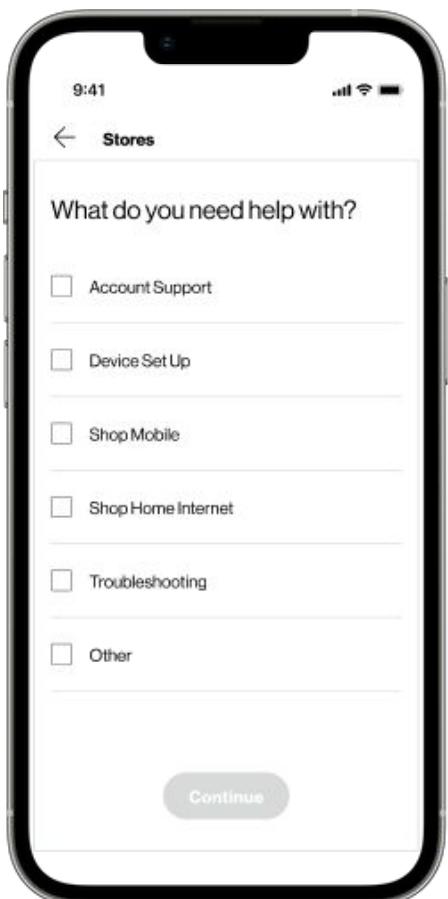
Guest List

# Retail Arrival | Next Best Action with Check In

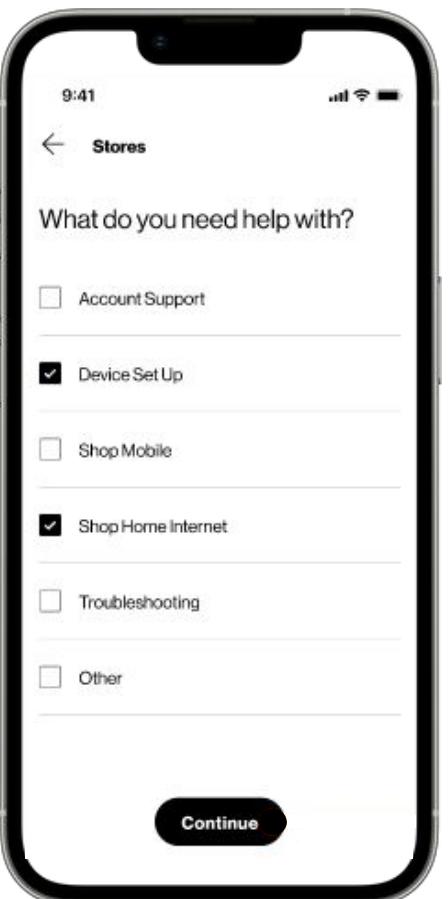
NBx



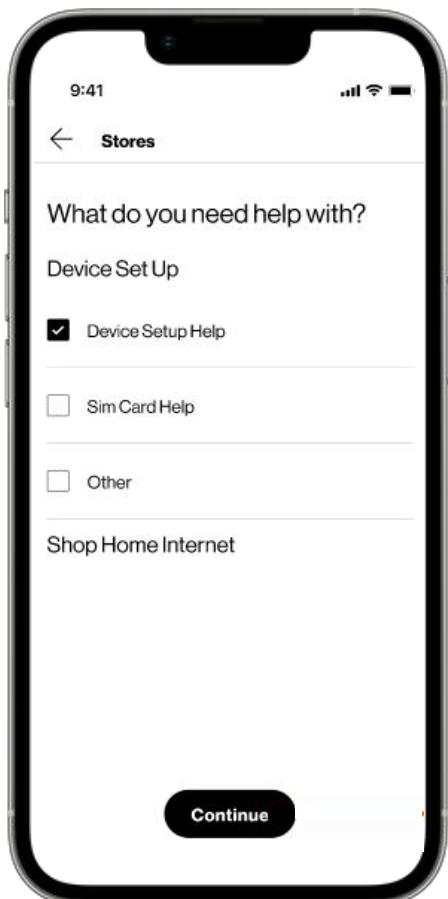
Check In



Reason for Visit

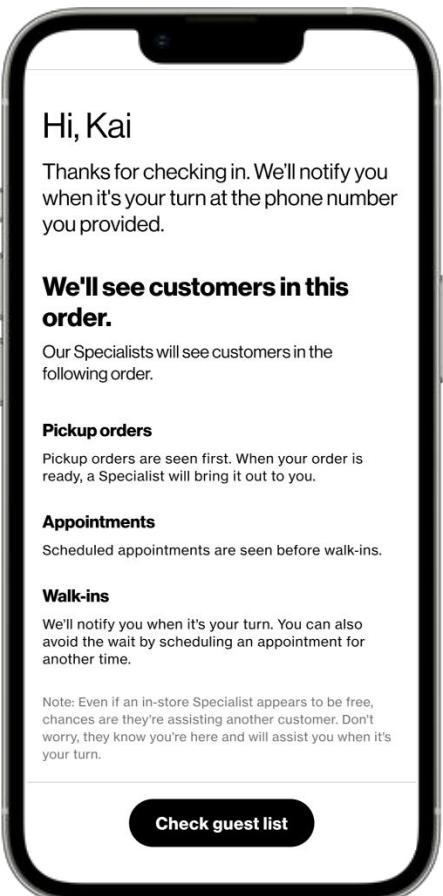


Sub-Reasons

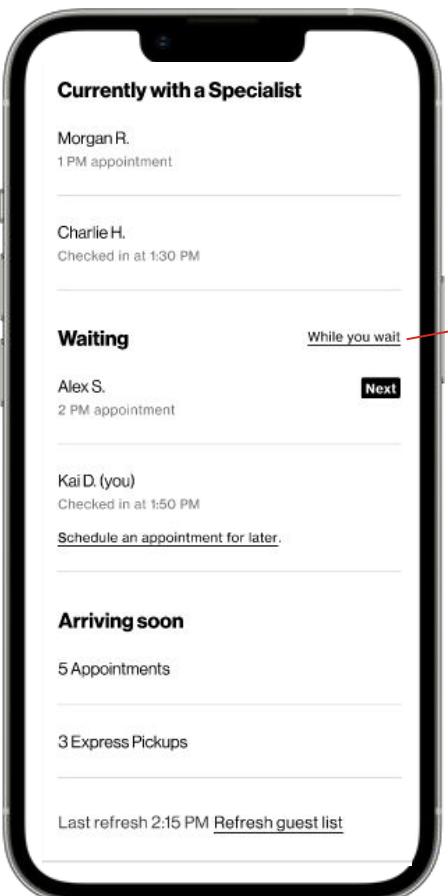


# Retail Arrival | Queue Transparency

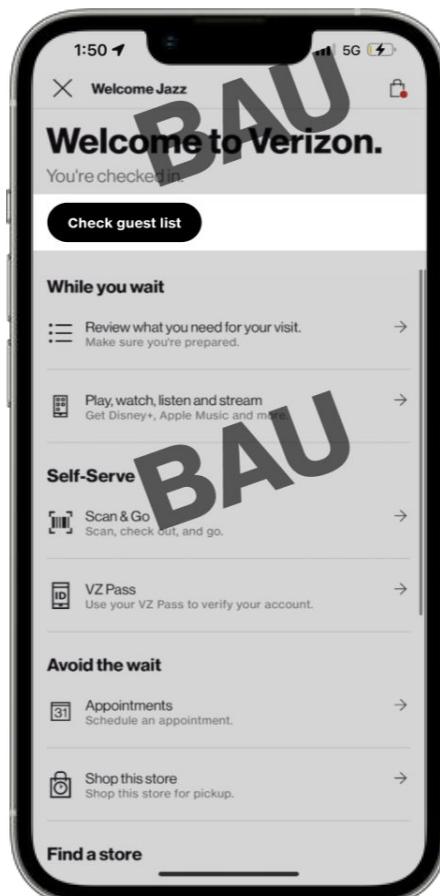
## Customer Priority



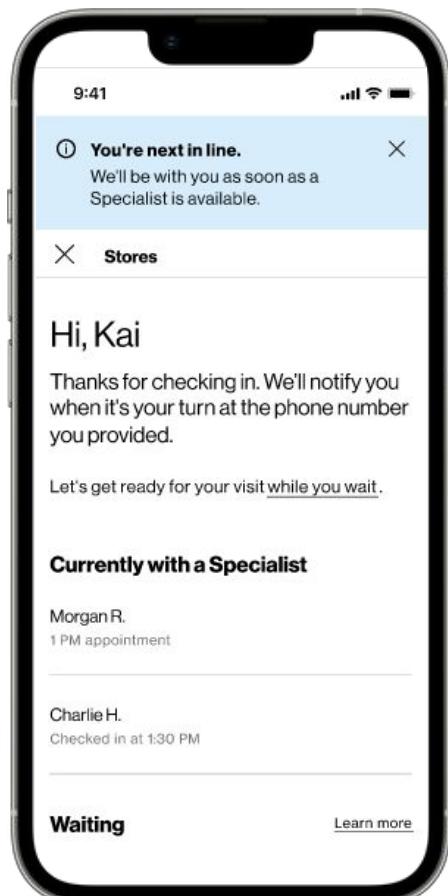
## Guest List



## While You Wait



## Notifications

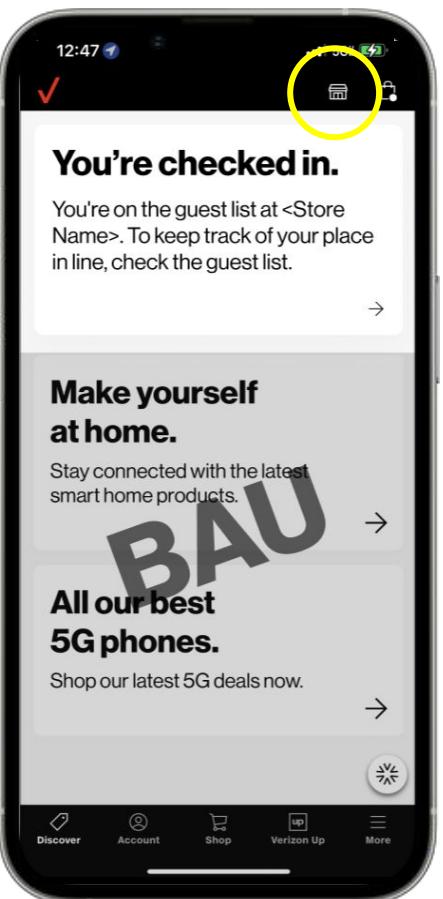


# Retail Arrival | Queue Transparency: Entry points to Guest List

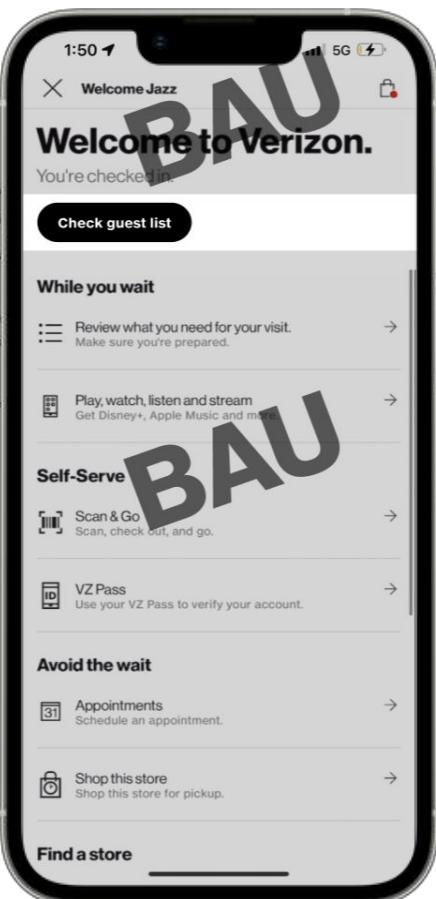
## Discover Page Guest List



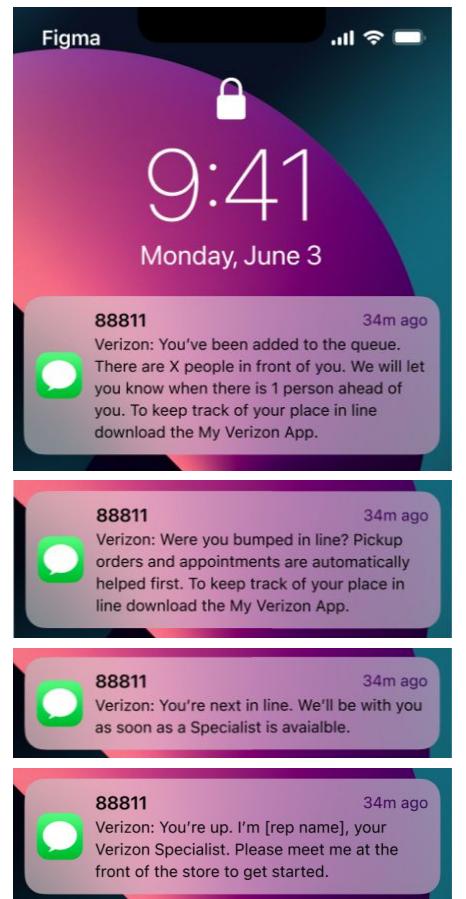
## Retail Icon Guest List



## Retail Page While You Wait



## Notifications (MVA, POS, Touchscreen) POS Smartlink

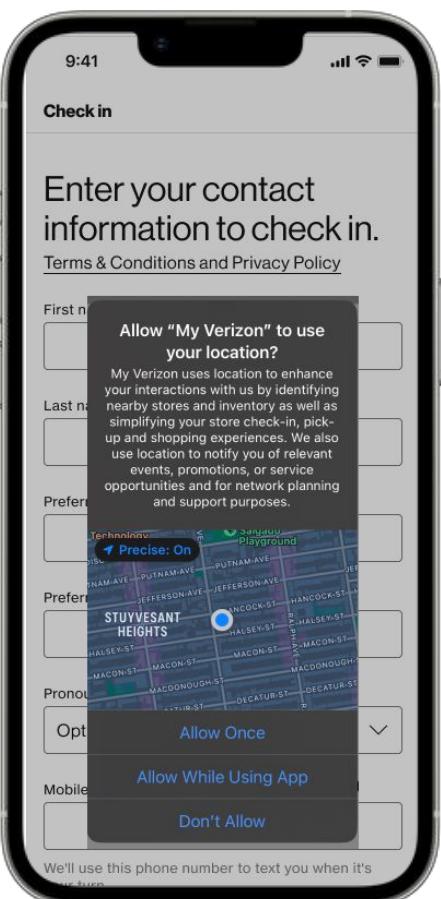


# Retail Arrival | App Clips Check in

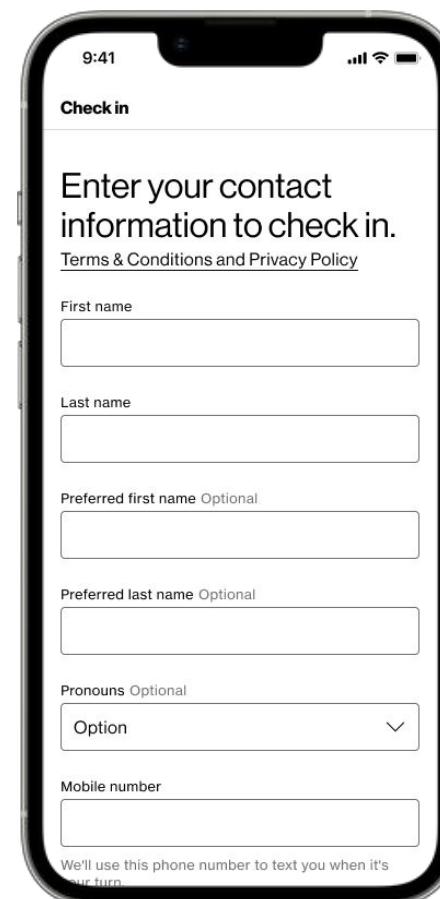
## App Clips Snippet (Non-MVA user)



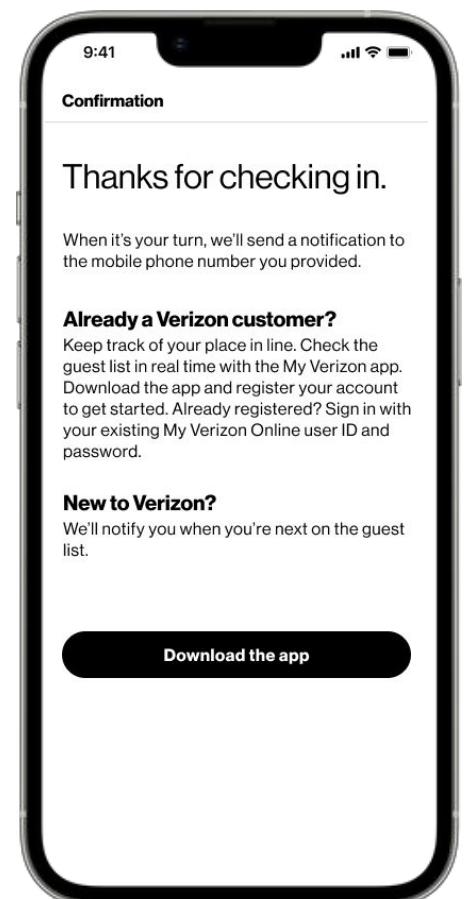
## Location Services Required



## Collecting Customer info



## Get the full MVA experience



# MVA in Digital



# <MVA in Digital headline>

## <L2 heading>



### <Unmissable Entry>

<placeholder>



### <Showcase...>

<placeholder>



### <placeholder>

<placeholder>

placeholder - Danielle/Dan already has a version of this slide; may revisit the work categorization since new focus areas were introduced after we started this work

Leveraging MVA 3.0 overview template structure as common 'intro' slide to section



# <placeholder - digital intro slide>



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# <roadmap slide - detailed view of MVA + Digital work>

Key Insight

Focus

Big Idea coming & when

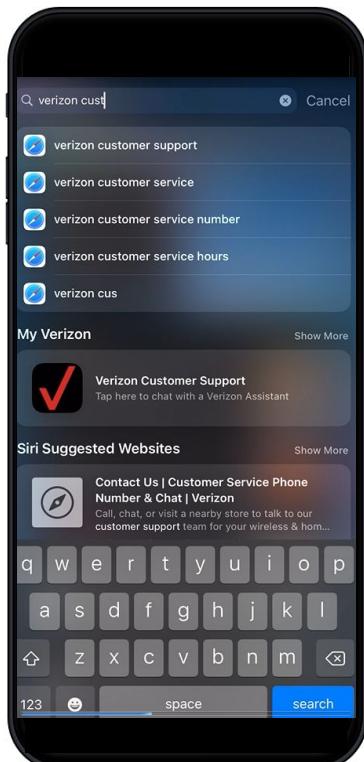
roadmap



# Unmissable Entry | Access MVA Anywhere

## Device Search

Expose MVA experiences via iOS Spotlight & Android Searches



Spotlight Search

## Prospect Exposure

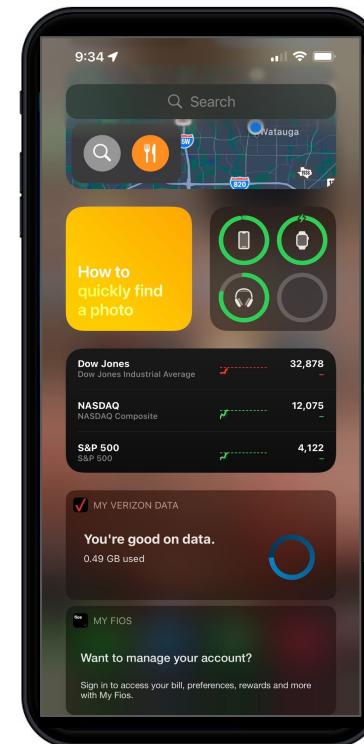
Allow prospects & customers to experience parts of MVA before full download



App Clips

## Today View

Surface insights & offers to customers inviting them into MVA for deeper interaction

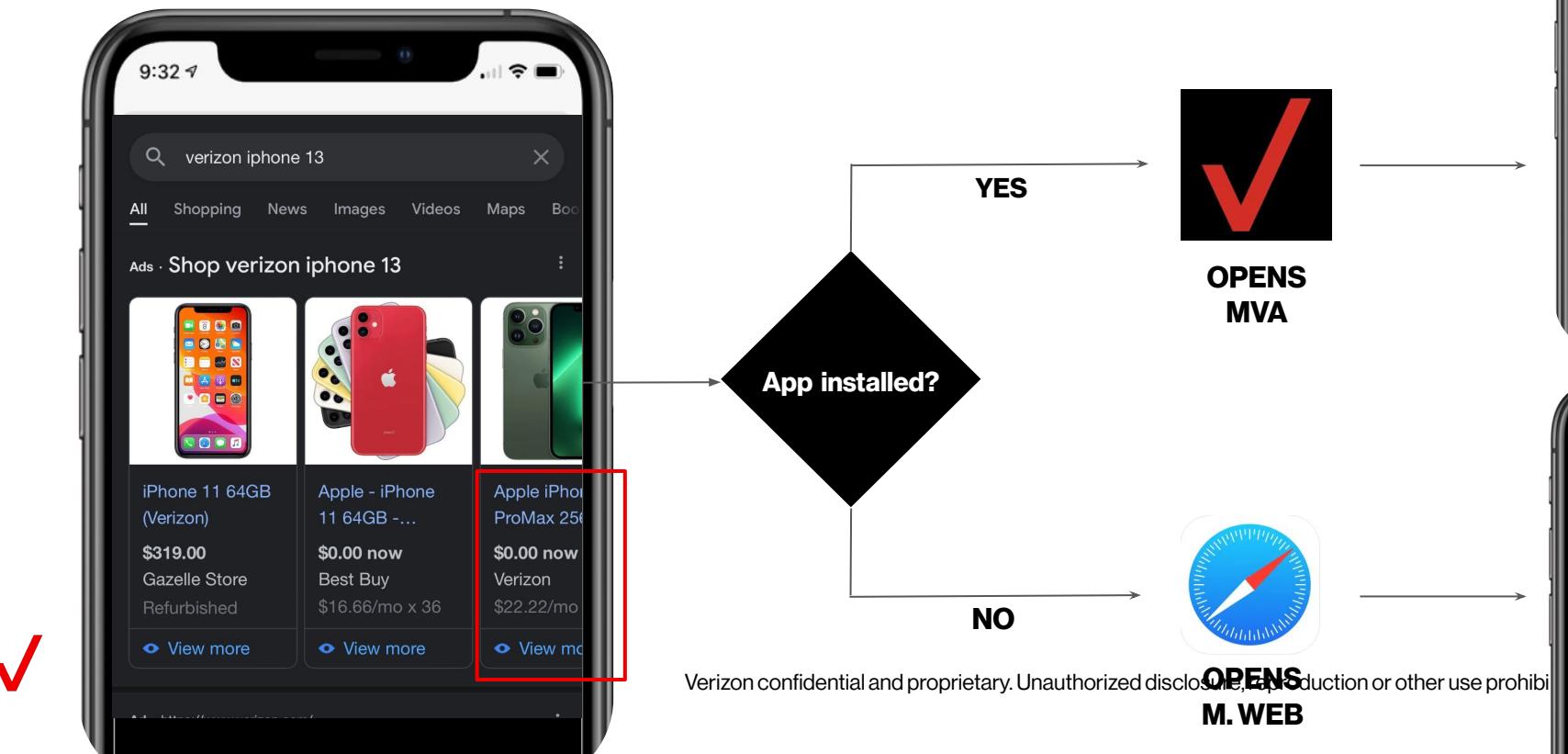


App Widgets

## App Engagement - MVA Indexing

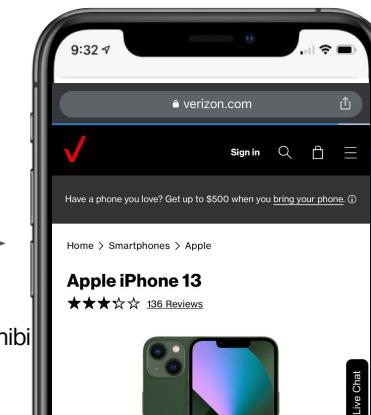
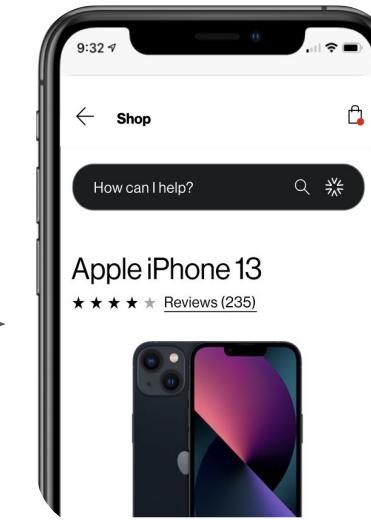
- Purpose of App Engagement is to maximize MVA's ability to help customers & reach business goals
- Smart links are a foundational capability that launches an app when linked to a website providing best CX
- Creating new smart links to use in all traffic channels with SEO & MMG
- Launching new batches of links each ER

### Example Customer Touchpoint

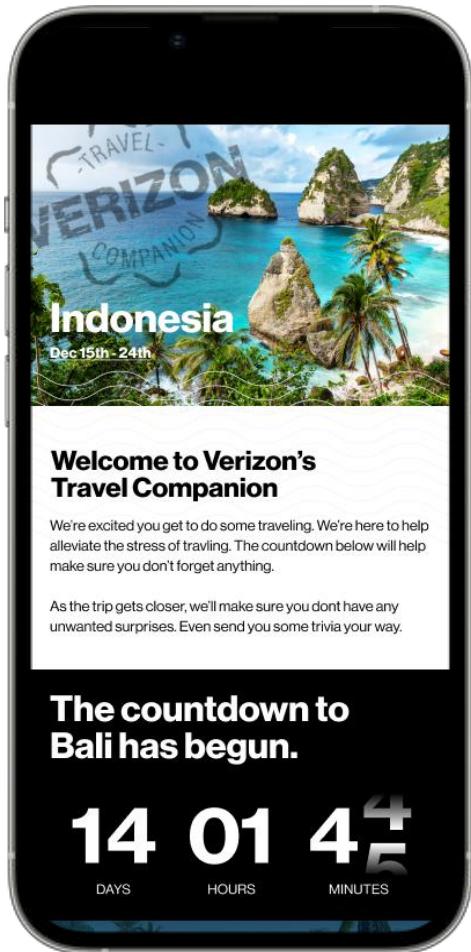


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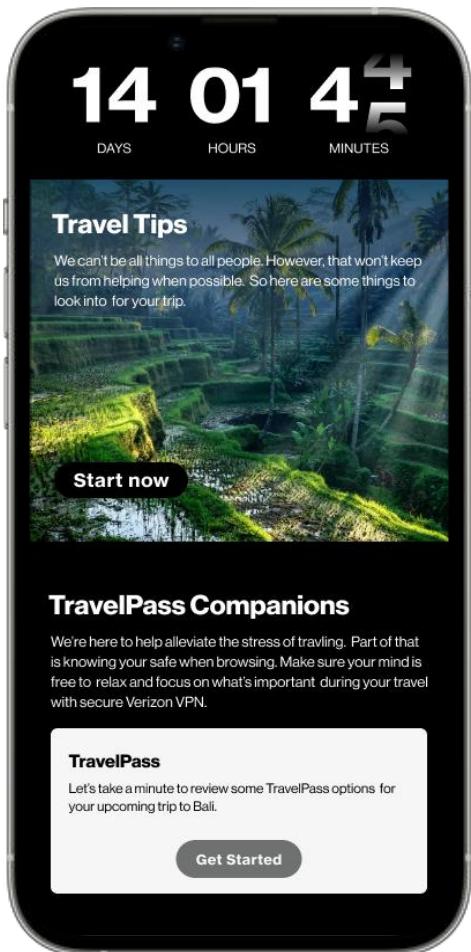
OPEN  
M. WEB



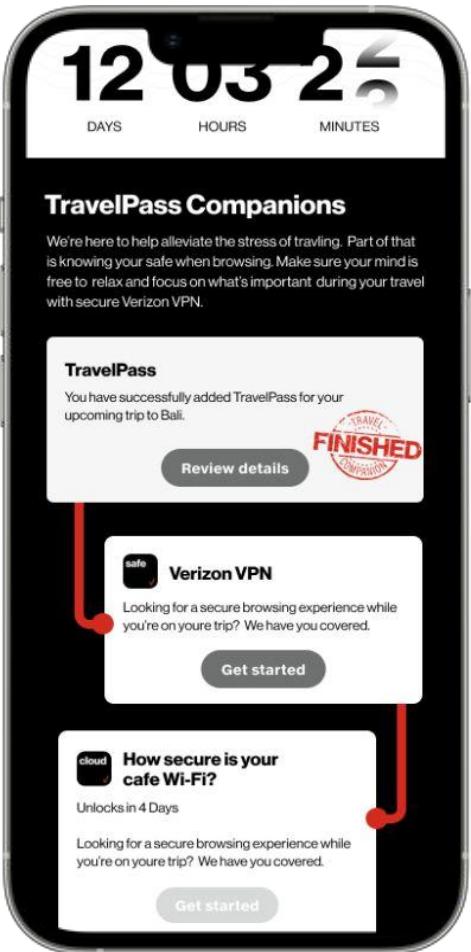
# Travel Companion Concept



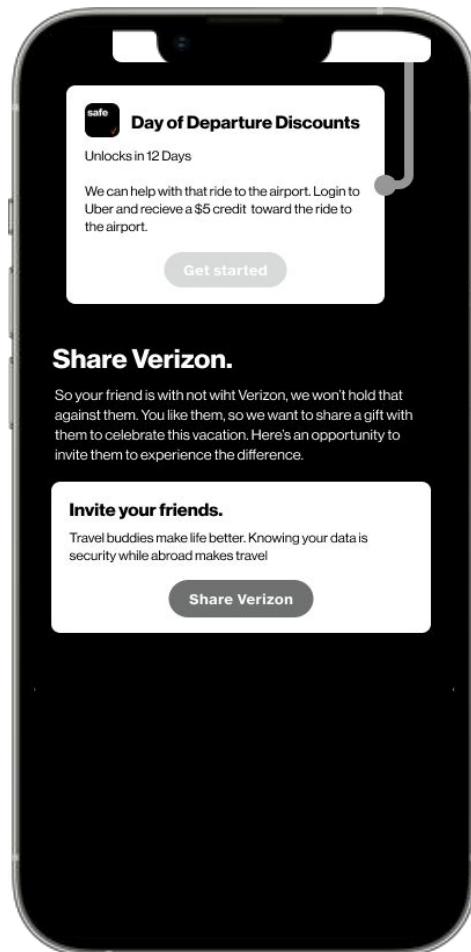
User goes thru Travel Pass for international plan



Travel Tips and travel pass options

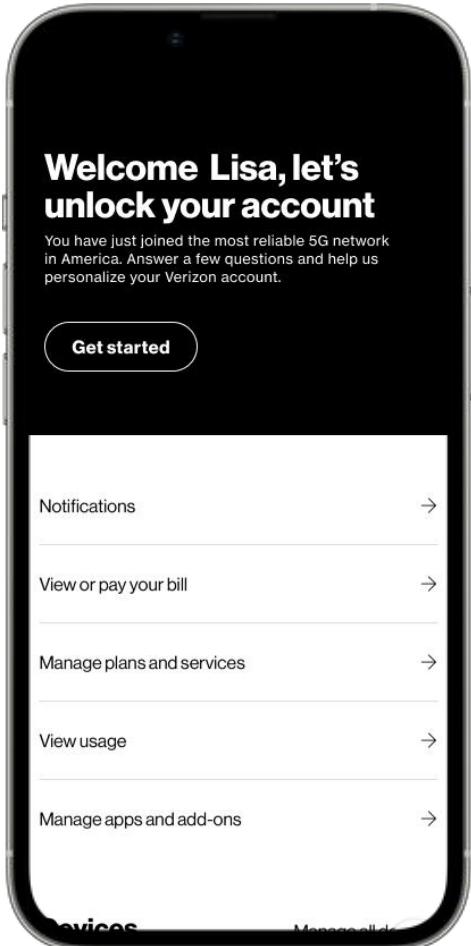


Travel Pass additional add-ons

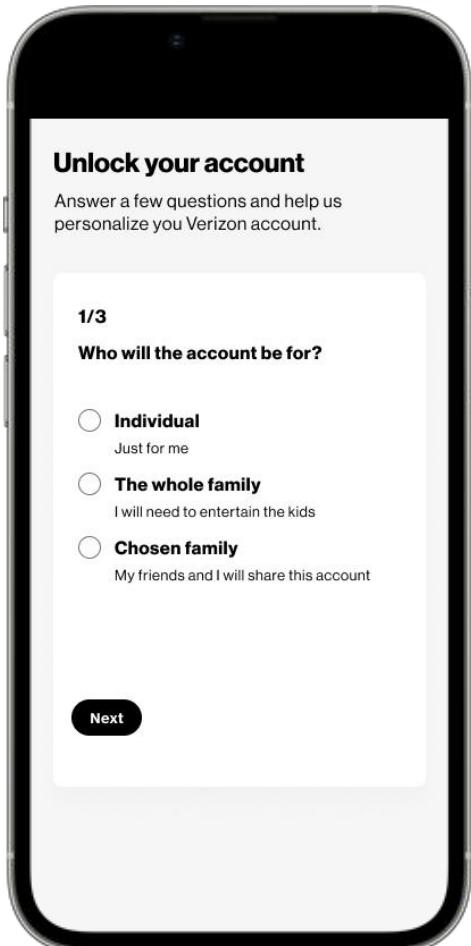


Showcase your verizon international data with friends

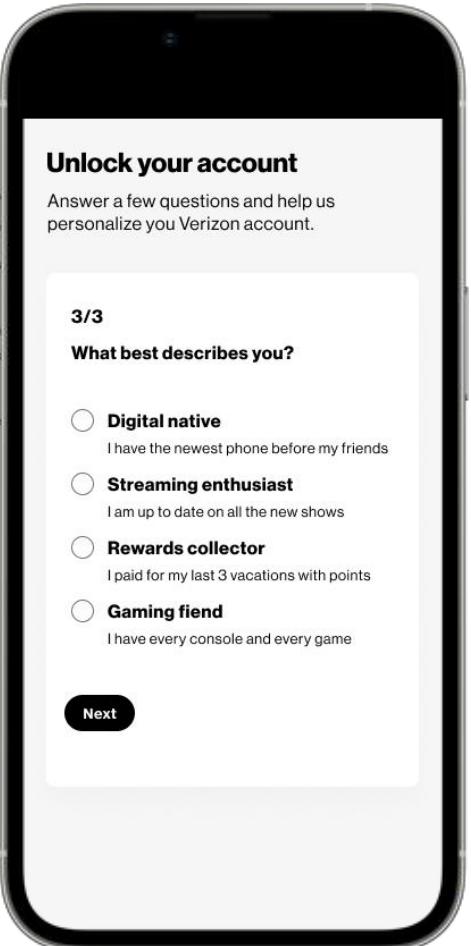
# Unlock My Account Concept



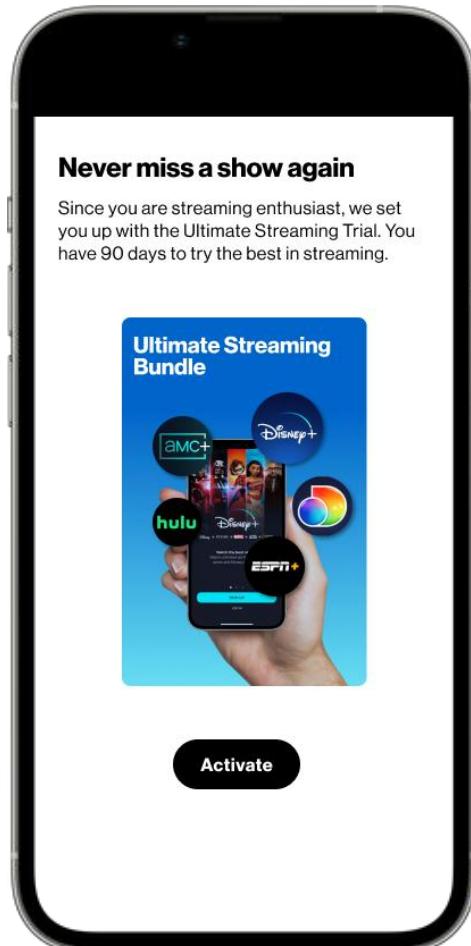
Prompting user on how we want to customize their experience



Quick Questions to personalize their experience

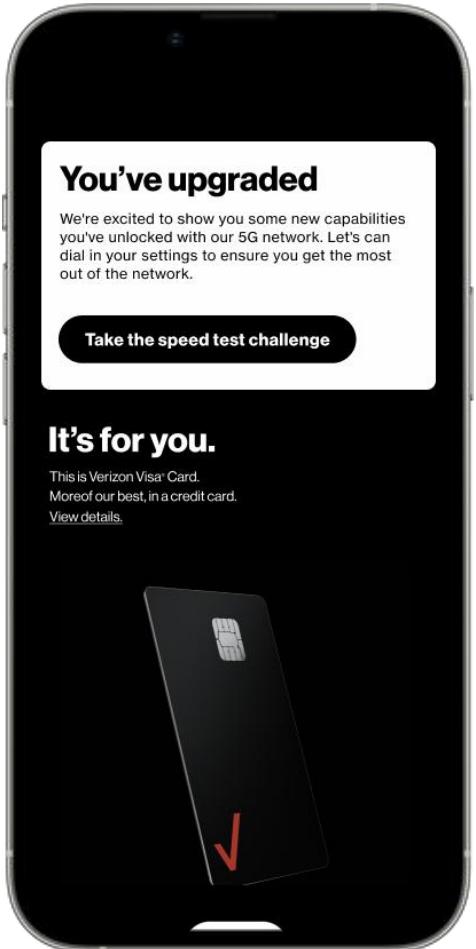


Quick Questions Part 2 (Streaming enthusiast)

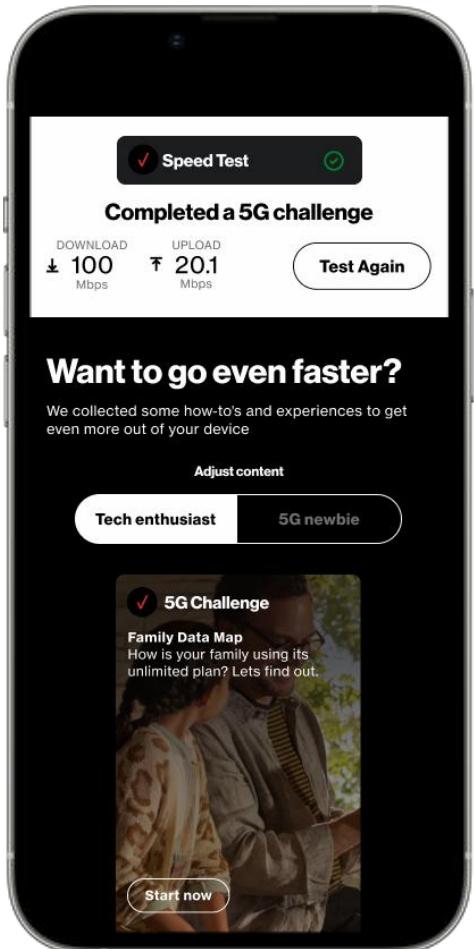


Showcase Verizon offers based on their selection

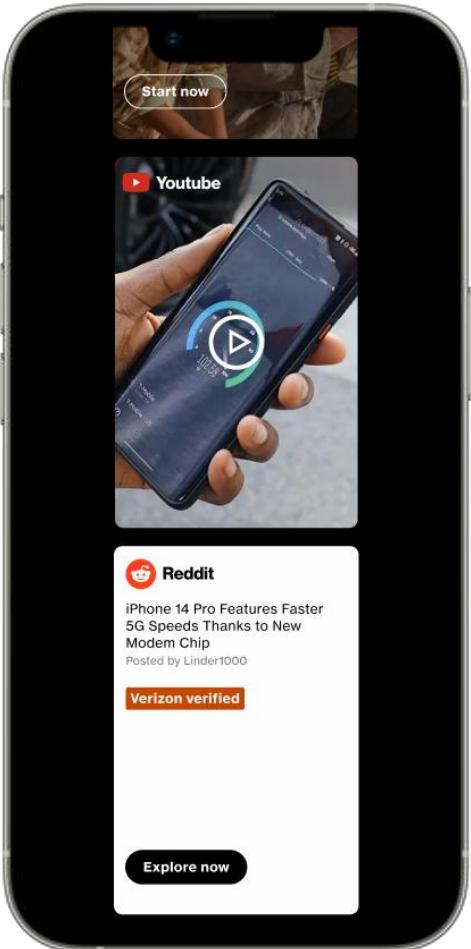
# VzIY Concept



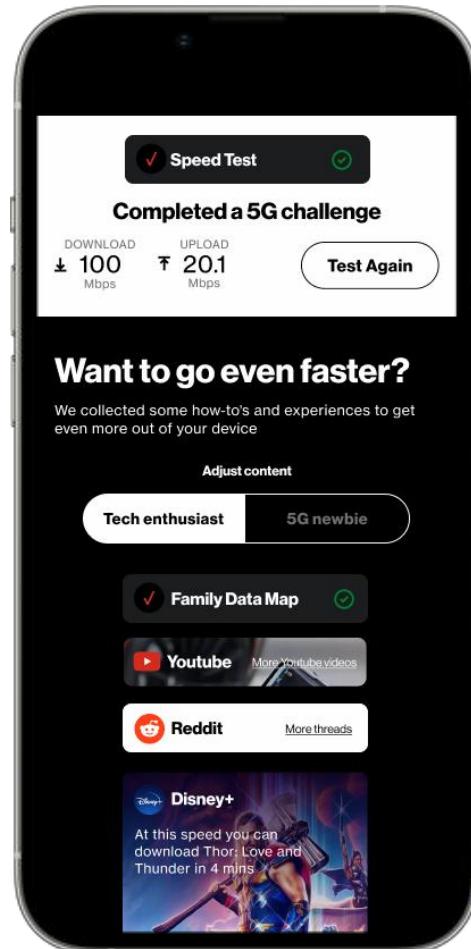
Learn more about your new phone



Personalized content for your phone and your experience



Personalized content Part 2

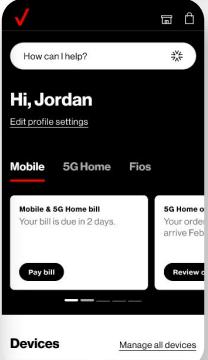
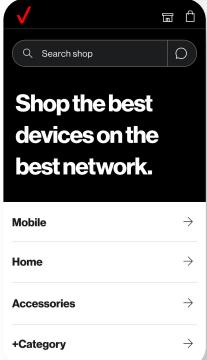
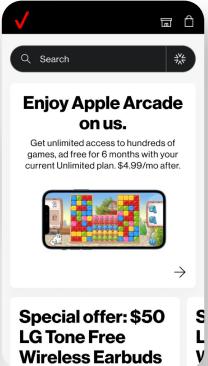
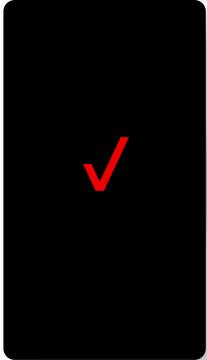


Personalized content Part 3

# MVA in Key Moments



# <MVA in Key Moments...>



## Experiences

Travel  
Troubleshooting  
Onboarding  
Activation



## Identify & Invite

AI&D placeholder  
Personalization



## <placeholder>

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# Evolving the activation experience to help customers unlock the value of their plan/device



## Digital First

Digitally native activation experience powered by eSIM, landing customer into MVA Discover feed post Activation



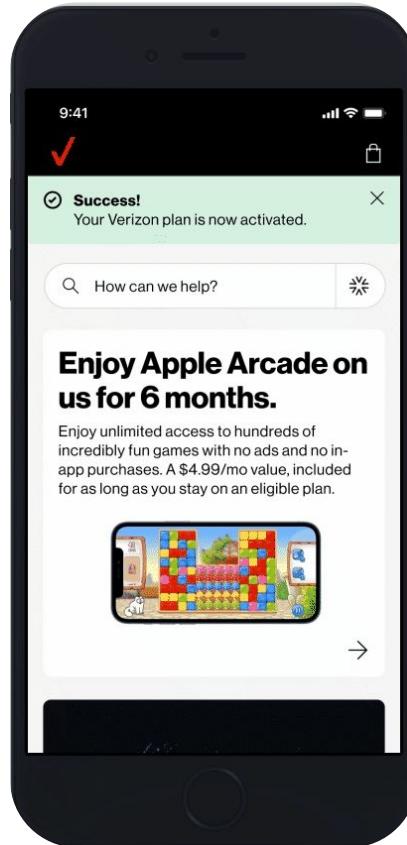
## Secure

Verification using My Verizon credentials



## Best of Verizon & Apple

Convenient access to services & support



## Inclusions Awareness

### Enjoy Apple Arcade on us for 6 months.

Enjoy unlimited access to hundreds of incredibly fun games with no ads and no in-app purchases. A \$4.99/mo value, included for as long as you stay on an eligible plan.



### Apple Music is included in your plan.

Perfect, all you need to do is add Apple Music to your account. A \$9.99/mo value, included on us for 6 months.



## Immediate selling Opportunities

Save \$50  
Apple AirPods Pro with MagSafe Case

\$199.99  
was \$249.99

Pricing reflects 20% savings. Limited time offer. While supplies last. Exclusions may apply.



[Shop >](#)

Less than \$5/mo.  
Apple Watch SE

Get \$150 off a Apple Watch SE. And get \$150 in promo credit over 36 months.



[Shop >](#)

Requirements for activation via MVA have been defined and will be reviewed with Apple senior management



# Key Definitions

There are several activities that can overlap heavily with activation moments, but need to be considered separately given the distinct stakeholder landscapes and different activation contexts.



## OEM/OS Device Setup

The walled garden UI that a customer encounters after they first turn on a new device. In the case of Apple, this is almost entirely an OEM led experience. In the case of Android devices, the setup experience is a somewhat fragmented string of OEM, OS, and Carrier content.



## Carrier Activation

The enabling of a device to connect to the Verizon network via the provisioned plan for the line of service.

Without activation, a device can still get data through wi-fi and should be able to make emergency 911 calls.



## Profile Creation

The creation of My Verizon credentials that can be used to view and manage the permission-based account details.

It is especially common for account members to lack these credentials or have a mental model of why they might need them.



# Key scenarios, current & future state

Key scenarios	Today	Future
<b>Bringing a device</b> Customers can join Verizon via MVA today		
<b>Buying a device</b> Start-up activation is the standard today.		

Activation needs to support all scenario combinations:

1. Prospects & Customers
2. Roles & Permissions: Owners, Mgrs & Members
3. Purchase Flows: BYOD, Upgrade & Add a Line
4. Purchase Channel: app, web, retail, inside-sales & CS
5. OEM & OS: iOS vs. Android
6. Device Model: eSIM only & dual SIMs

Device Setup

Device Activation

Profile Creation

The Intersection of OS, plan variation and, transaction type create a complex matrix of scenarios

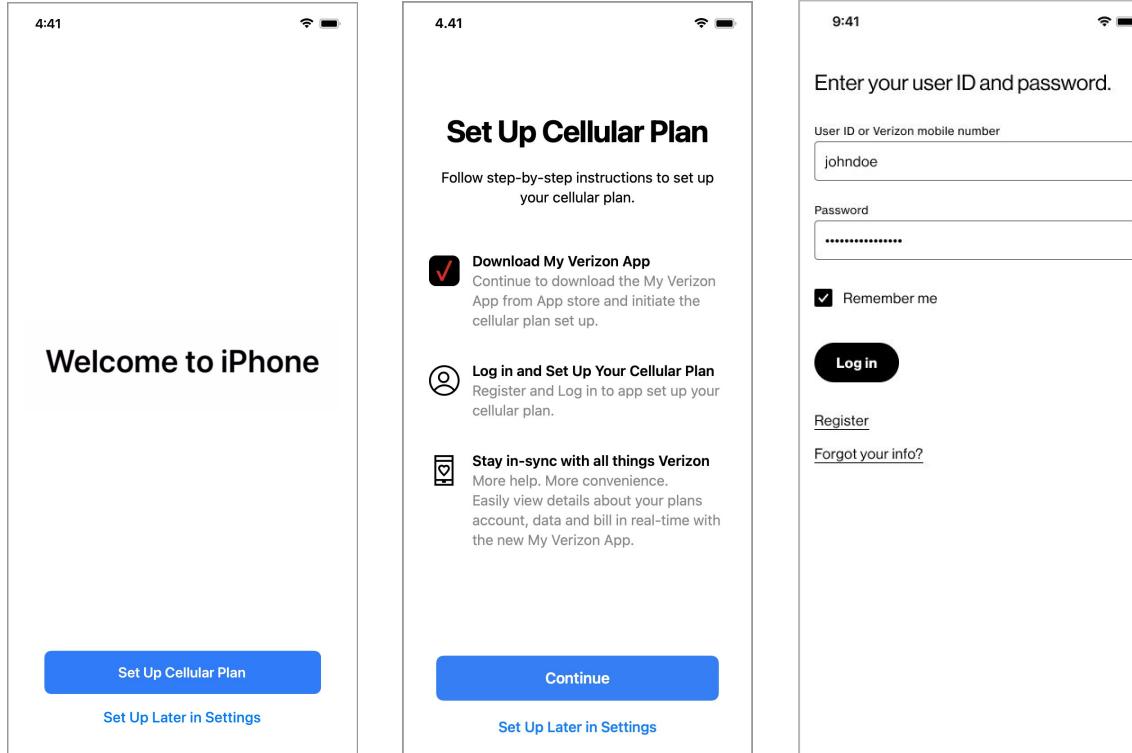


# Reminder: Prior Pitch Points we all created



## Verizon's Request to Apple

- Collaborate:** Apple's technical & design resources will not discuss Verizon's proposed enhancements to the cellular activation experience unless direction is provided by Tim Cook
- Discover:** Verizon is requesting Apple to modify the iPhone Setup Assistant flow to help direct customers to My Verizon App in order to complete cellular activation
- Preload:** Verizon is requesting Apple to preload (or download) the My Verizon App if it is not already present on the device

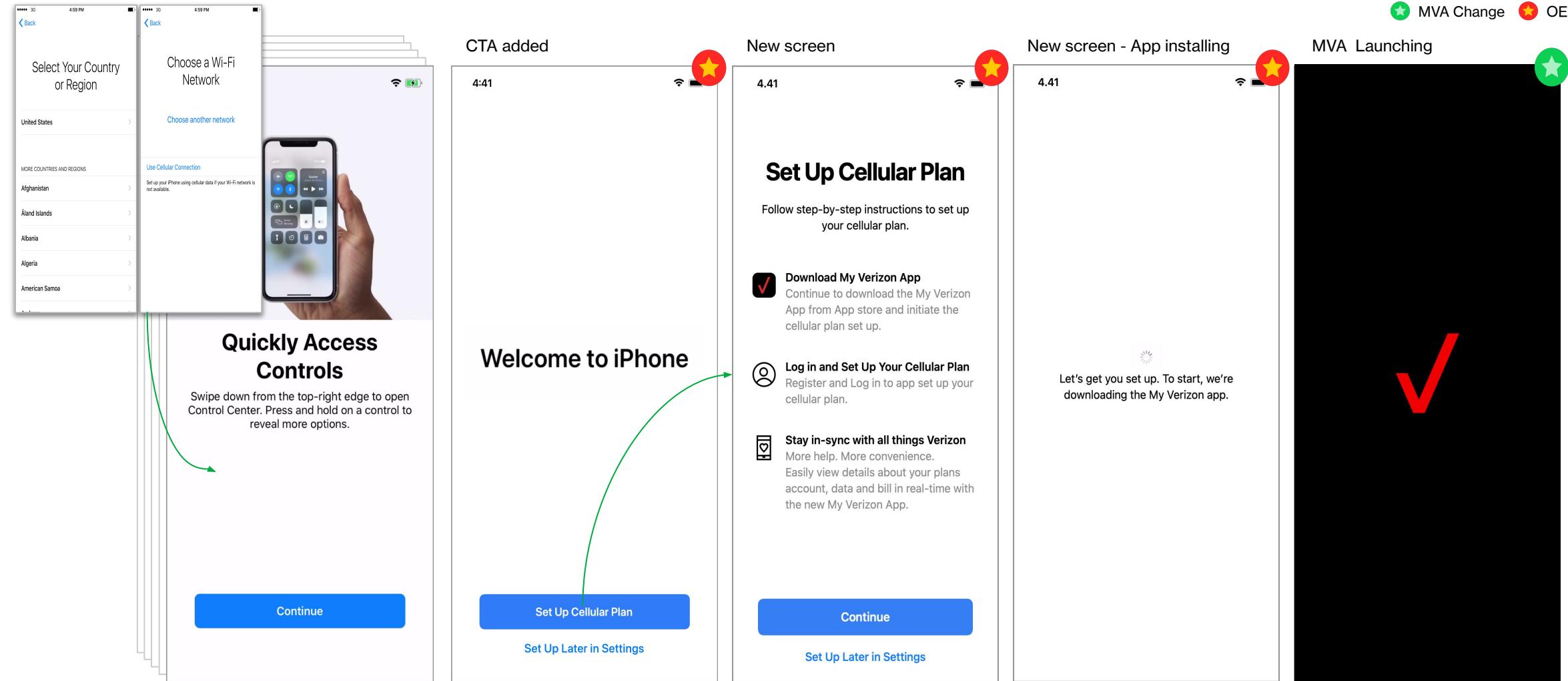


## For Awareness & Talking Points

- For awareness: Verizon Proposal.** Currently, cellular activation is complete once the customer finishes initial device setup. Verizon is proposing to defer cellular activation until customers login to My Verizon app which adds an extra step to the activation experience. For Verizon, the earlier the customer engages with My Verizon app, the deeper the relationship they have with Verizon. For customers, My Verizon app provides a richer, more personal activation experience:
  - Talking point: 'Digital First'.** Apple's transition to eSIM-based activation for Fall 2022 products is a generational technology shift that aligns and enables VZ's strategy to provide a robust digital experience for our customers via My Verizon app
  - Talking point: Secure.** My Verizon username/password is the most secure way to protect the customer activation experience and manage wireless service
  - Talking point: Best of Verizon/Apple.** The My Verizon app delivers a personalized experience to help each individual customer unlock the most value from their plan/device by highlighting included features & services
- For awareness: Application Preloads:** Apple does not currently preload any 3rd party applications on iOS devices and has not been receptive to previous request from Verizon to carve out an exception for My Verizon app
- For awareness: Customer Experience:** Apple will carefully consider any potential customizations to the cellular activation experience for Verizon as it will likely lead to similar requests from other carrier partners
- For awareness: Accessories/Services:** Apple is generally more receptive to the customer experience unlock but has a negative perception around leading with this as a vehicle for incremental sales opportunities

# (TO-BE) Concept A | Apple SUW with Continuous Path to MVA

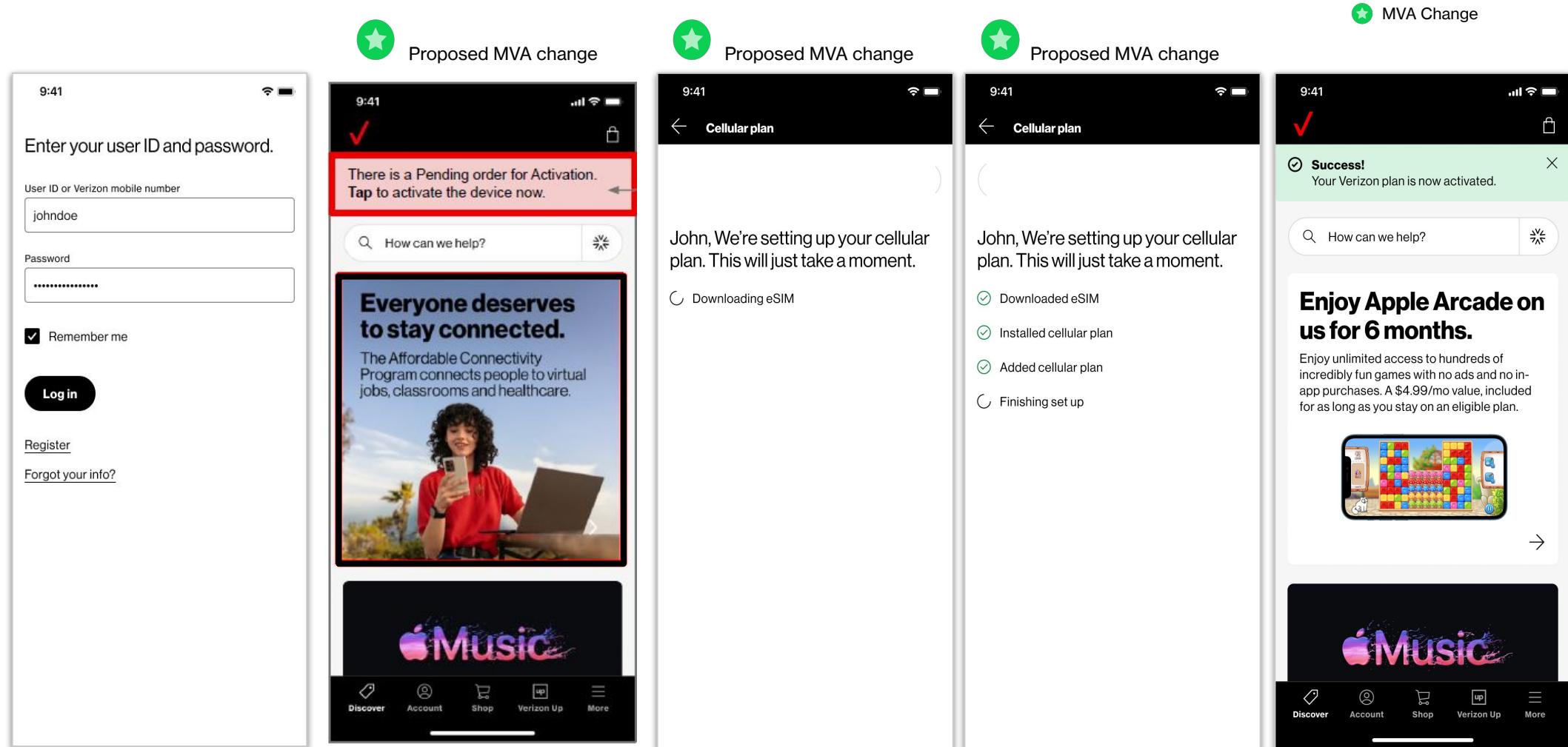
★ MVA Change   ★ OEM Change



## Call to Action

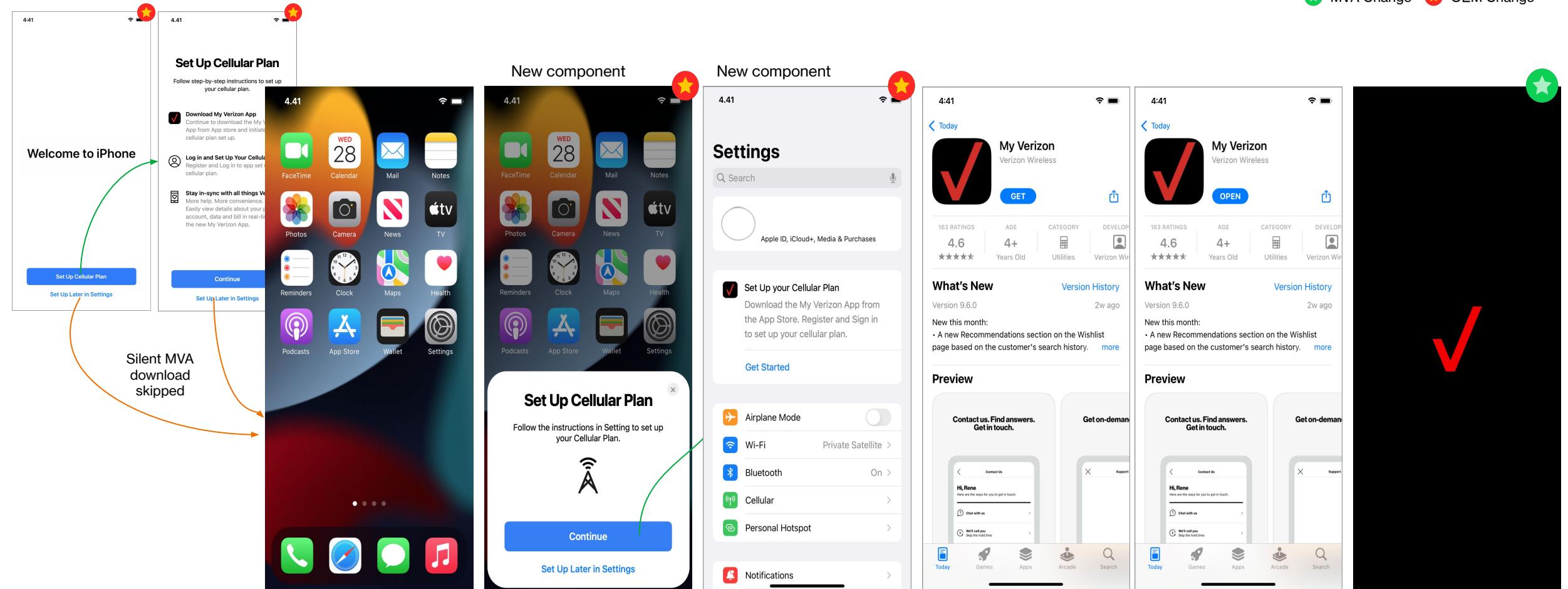
- Access/Add to the SUW with 3 updated OEM Screens
- Silent MVA download

# Concept A | Apple SUW + Continuous Path to MVA - User Experience

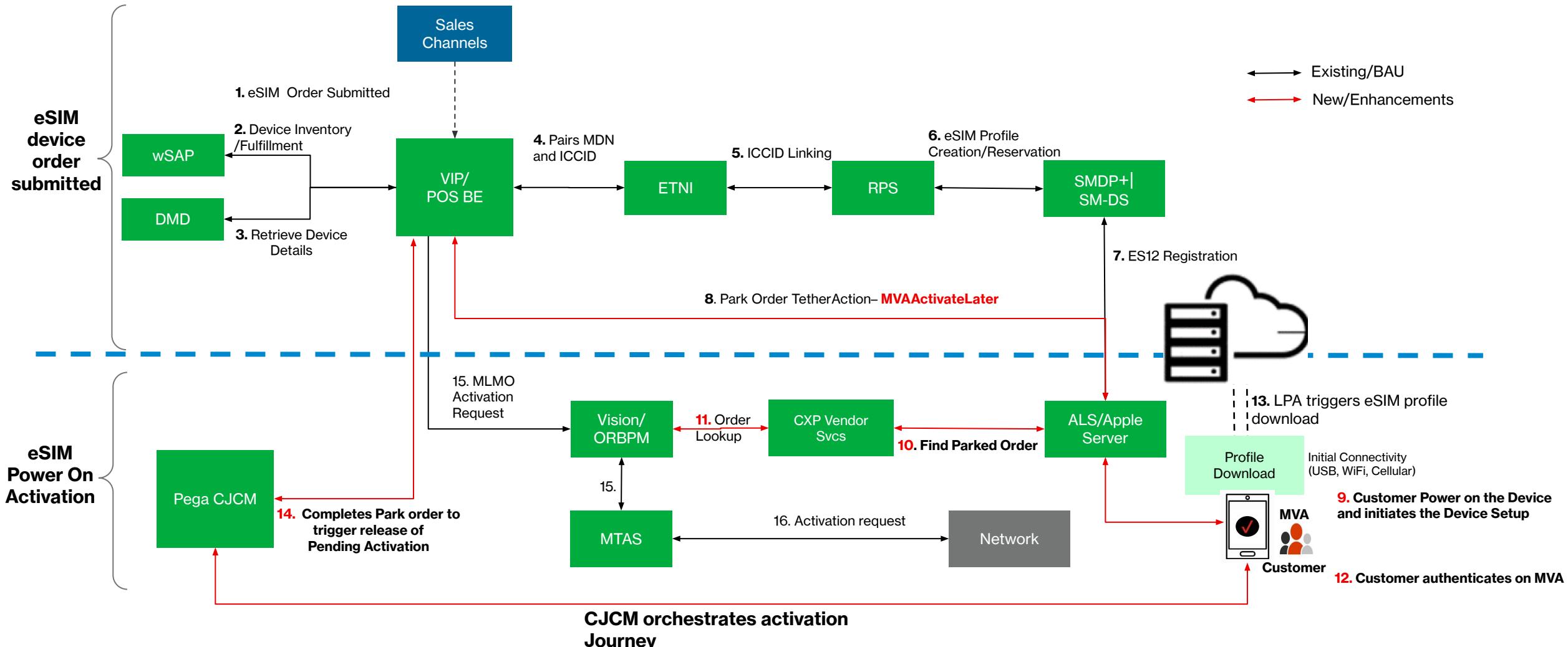


# (TO-BE) Concept A | Alternate UX Flow to Apple Setup Wizard + MVA

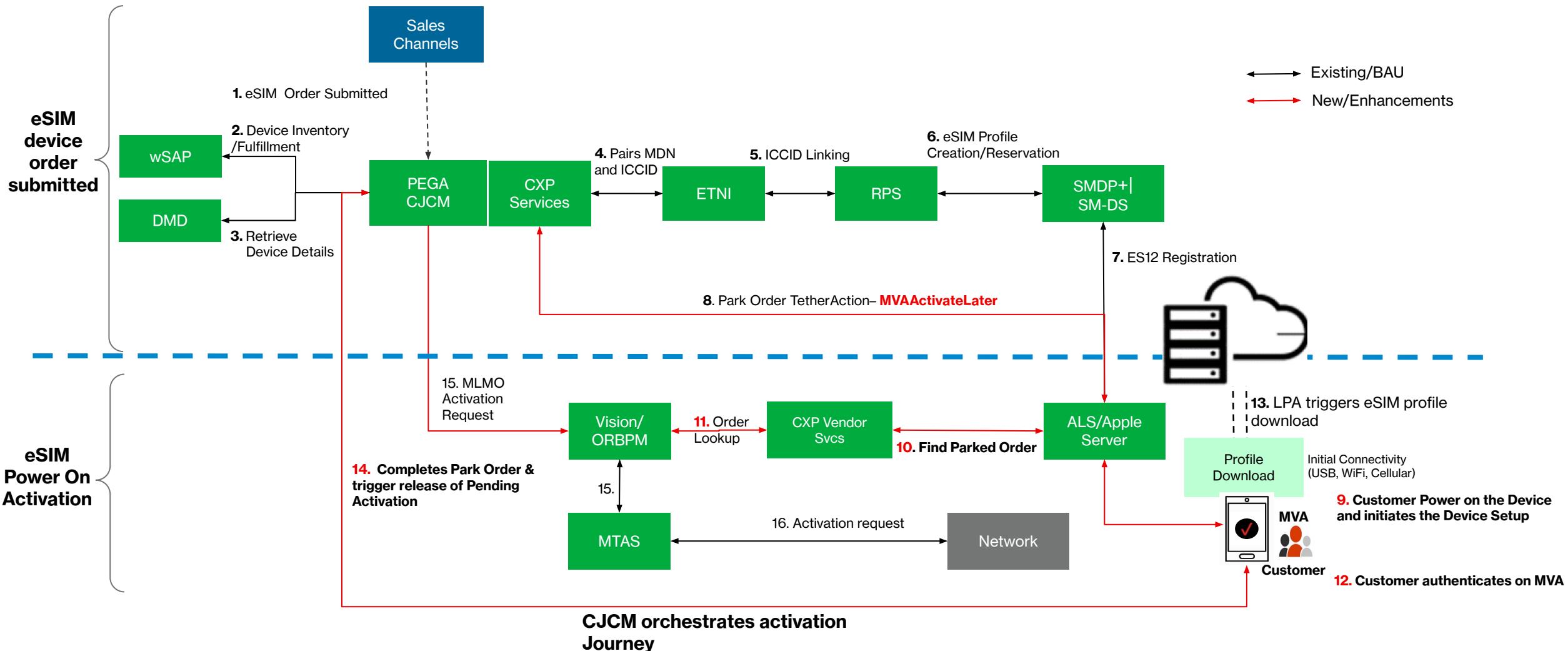
★ MVA Change   ★ OEM Change



# Proposed: eSIM Activation (POA Activate Later) using MVA - Transition State



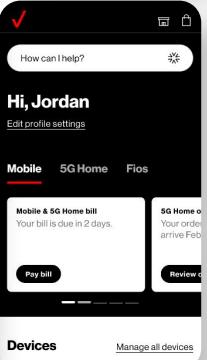
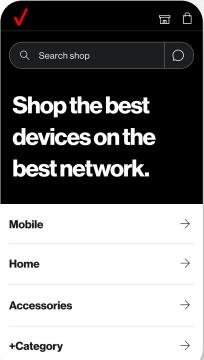
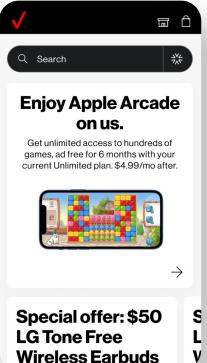
# Proposed: eSIM Activation (POA Activate Later) using MVA - Target State (NSA)



# Driving Growth



# <driving growth...>



## Customer Needs & Capabilities

Self discovery  
Express  
Guided Support  
Needs more time...



## Easy Access & Exploration

Guests  
Gates



## Leads, Offers & Demand Gen

Digital Offers (App-Exclusive)  
Embedded & supporting  
National Campaigns  
Extra Incentives

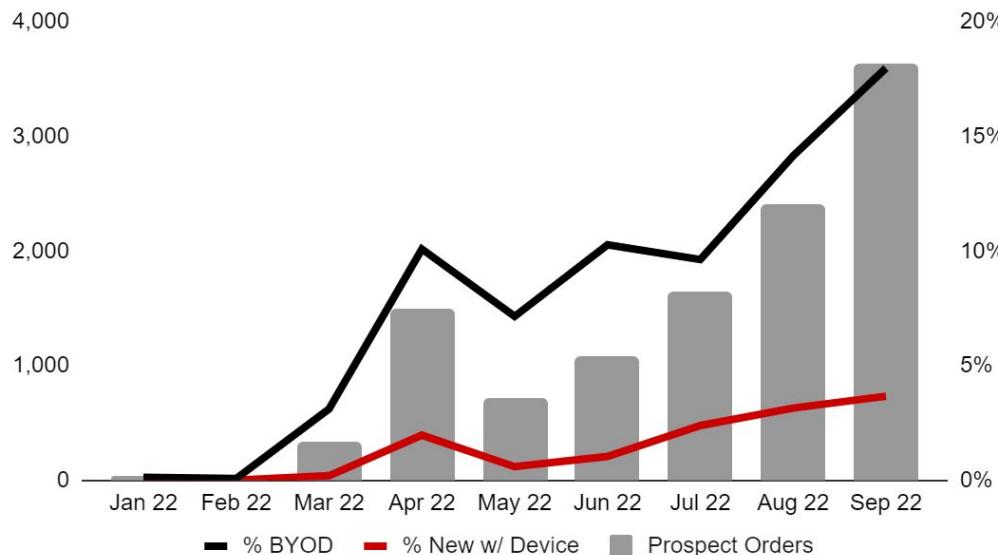


# <roadmap slide - detailed view of MVA in Assisted work>



# Fuel prospect growth & activations through MVA

## Phone Gross Adds via MVA



## 2022 Initiatives driving prospects into MVA

- SEO / smartlinks - +60% YoY traffic in Sep (13M)
- eSim expansion - Q3 '22
- Test Drive with Meta - launch 11/22

### Prospect → VZ Test Drive → Acquisition



## 2023 Strategies

- Expand use of smartlinks across mobile media
- App-only digital exclusives

**Test Drive targeting 1.5K BYOD acquisitions, \$133 CPGA; if successful could yield 50-75k incremental GAs**



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# MVA Engagement Measuring Impact



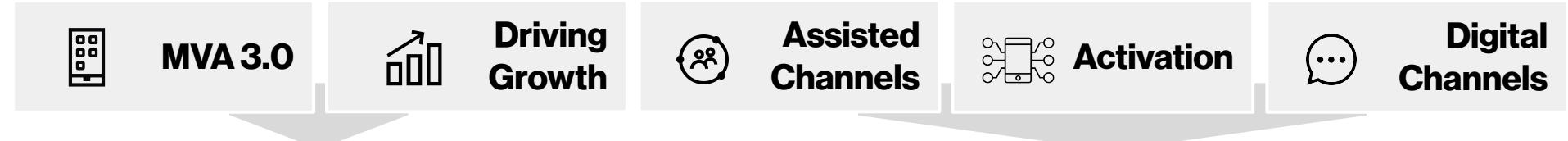
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# Measuring MVA Engagement



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# Measuring MVA Engagement



## Current State

Insights powering MVA 3.0

- **MVA Engagement** measures: *how consistently* are customers engaging with MVA?
- **Engagement Cohort** studies: understanding the connection between *frequency of engagement and sales, CX and service outcomes*.

## In Progress

Activation and Growth Focus

- **MVA Installation** measures: what percentage of our customers install MVA – and how soon?
- **Installation Cohort** studies: understanding the linkage between *early installation and continued adoption*, sales, CX and service outcomes.

## Up Next

Journey and Assisted Measures

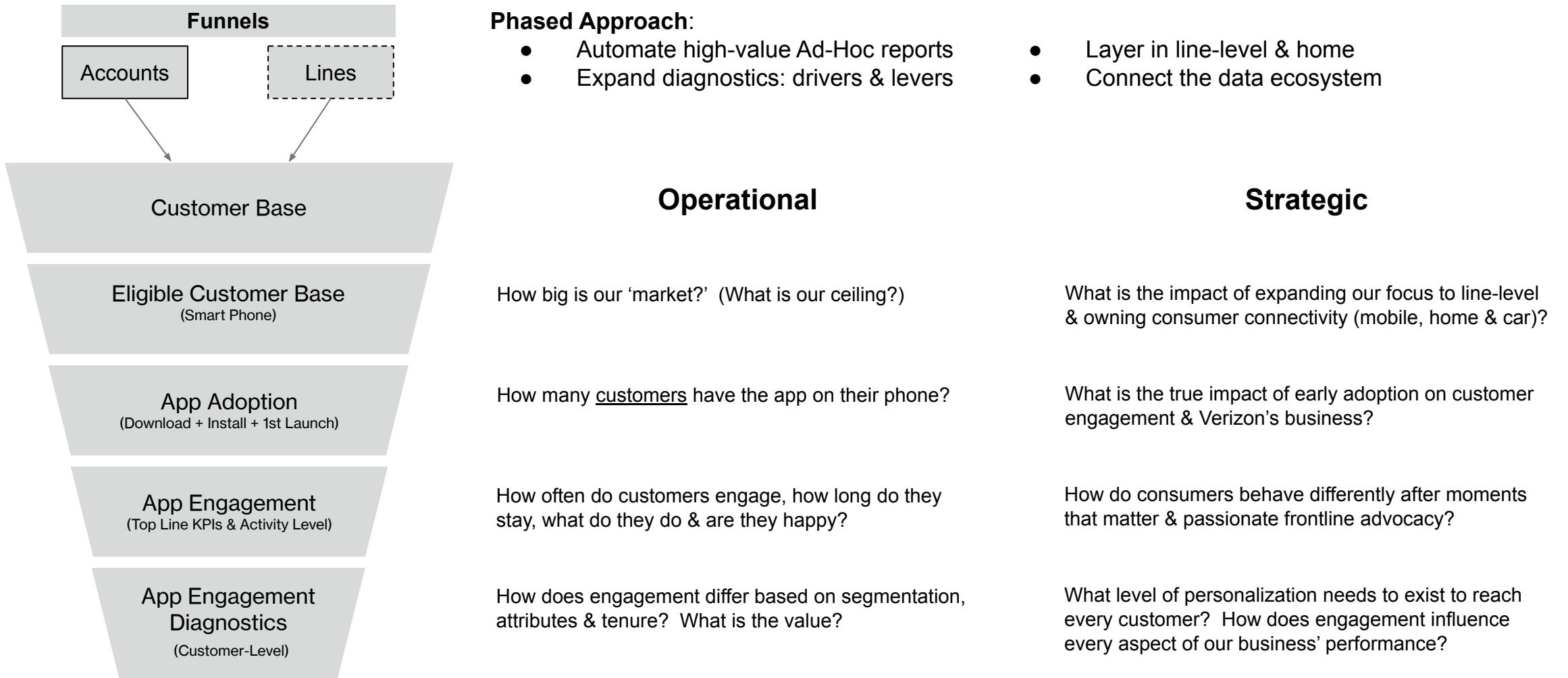
- **Expanded Cohorts:** broaden measurement system to include breakouts of *additional indicators* to expand hypothesis testing.

- **MVA Penetration** measures: how frequently do customers *choose MVA* for their interaction?
- **MVA-Enabled Growth:** funnel insights into prospect utilization of MVA & BYOD+eSIM for activation.

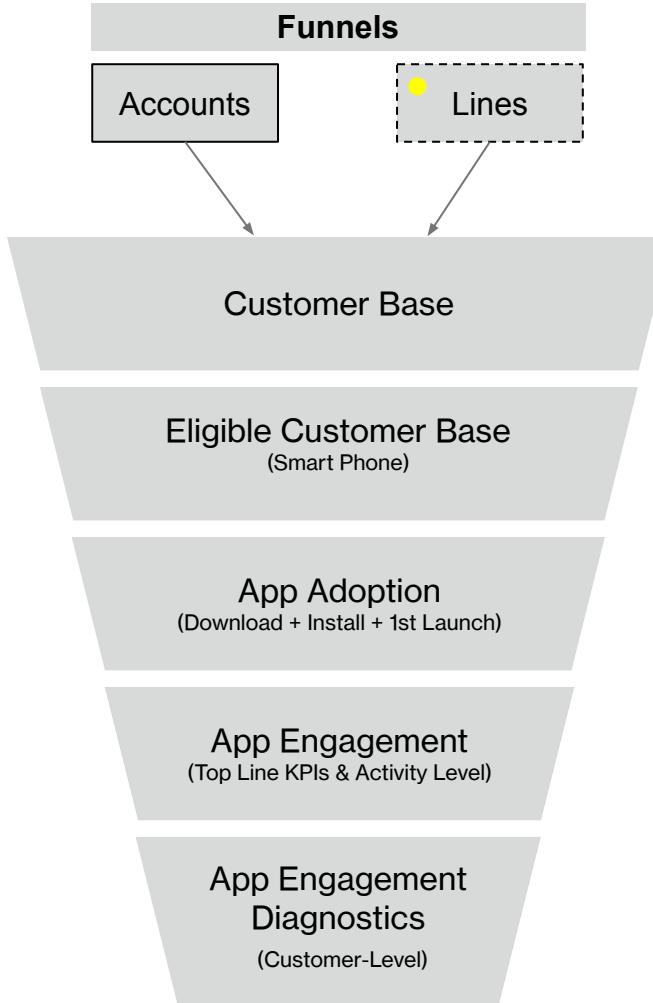
- **MVA Containment** measures: how well do we *solve the problem* in MVA, so the customer's journey starts and ends there?
- **MVA Integration** measures: to what extent do *assisted interactions incorporate MVA* into the experience? What share of journeys *include MVA*?
- **Journey Analyses:** examine these measurements by *journey and transaction*, to understand the linkage between what the customer *intends to do*, and how/whether they're using MVA to do it.
- **Assisted Quality-of-Behavior** measures: understand the impact of assisted-channel behaviors on MVA adoption, engagement, and penetration.
- **Cohort Analyses:** Understand the linkage between the above behaviors and positive sales, CX and service outcomes.



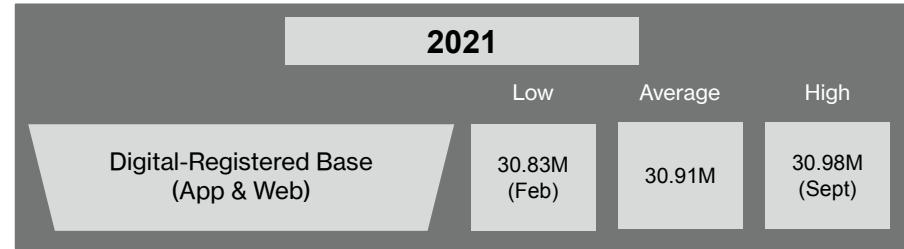
# Digital 'Adoption -> Engagement' Measurement



# Building our the Engagement Funnel



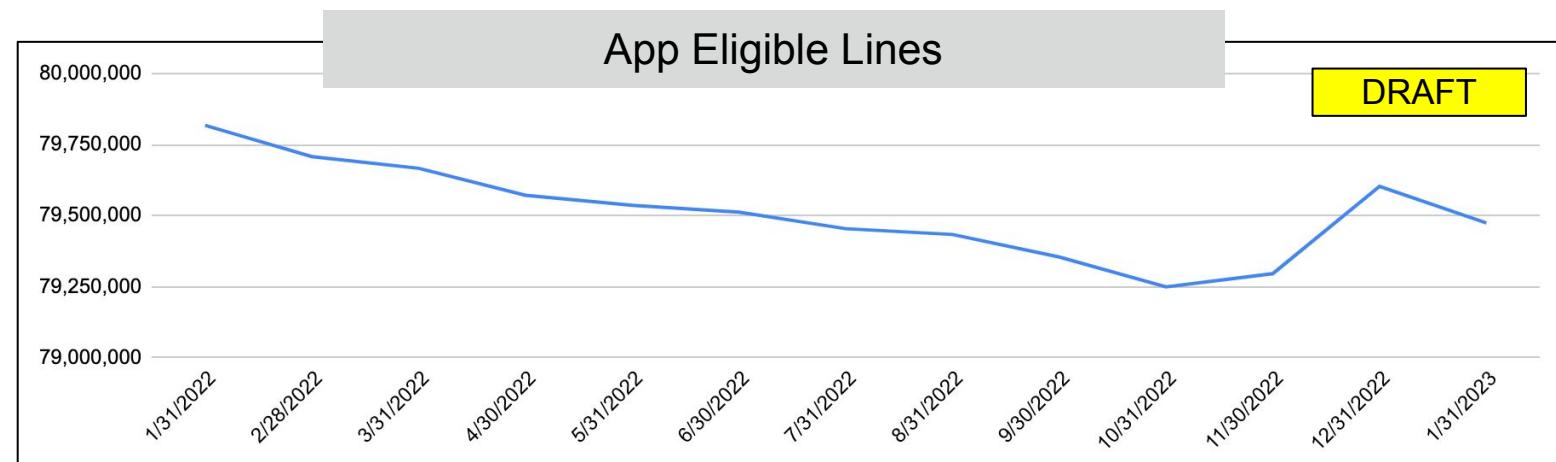
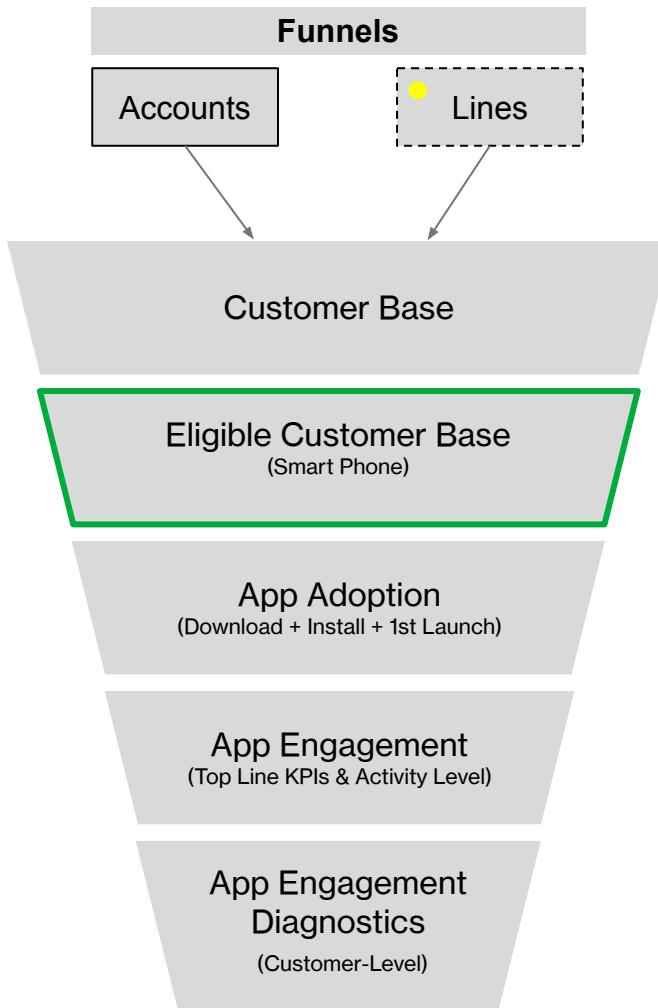
- 'Eligible' breakdown: smart phone, permissions, etc.
  - Profile Breakdown: owners, managers & members - paused
  - NEXT: Integrate Home-Only & eventually Prepay
- 
- Pre-install vs. not pre-installed breakdown [MVA Adoption Funnel \(iOS\)](#)
  - Latency: network activation -> first app launch [Activation -> Adoption Pace/Latency \(Beta\)](#)
  - Activation Distribution across time-thresholds: hours, weeks, months, etc.
  - Activation Distribution across Transaction categories (events): 'true new' GA , UPG, AAL GA & BYOD
- 
- Active breakdown at 30, 45, 60 & 90 day intervals - completed 30 & 90 [30-Day Engagement DSQR](#)
  - Activity details: data usage, pay bill, shop, claim reward, 'inquiry only', etc. [Self Service Funnel Detail](#)
  - NEW App Engagement - multi-app interactions simulation (unique users, frequency & duration) - data.ai configurable model
  - NEW App unmissable entry (auth-notifications-peripherals) & key moment behavior influence (eSIM, Setup/Go, View Tog., Travel)
- 
- Avg unique customer mo. visits [Days of Engagement](#)
  - Distribution across cohorts, ex.:
    - 0, 1-2, 3-4, 5-6, 7-11 visits/yr & monthly [Freq Cohorts](#)
    - Tenure & segments
    - NEW 30 v 90-day engagement financial profiles
- 
- Complete      ● In Progress      ● Delays / Dependencies      ● Significant Risk



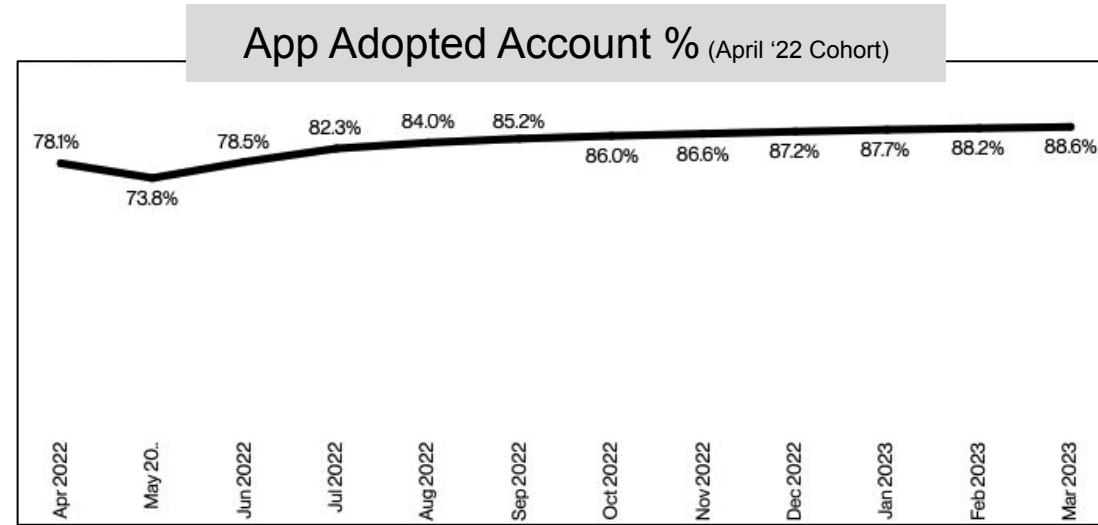
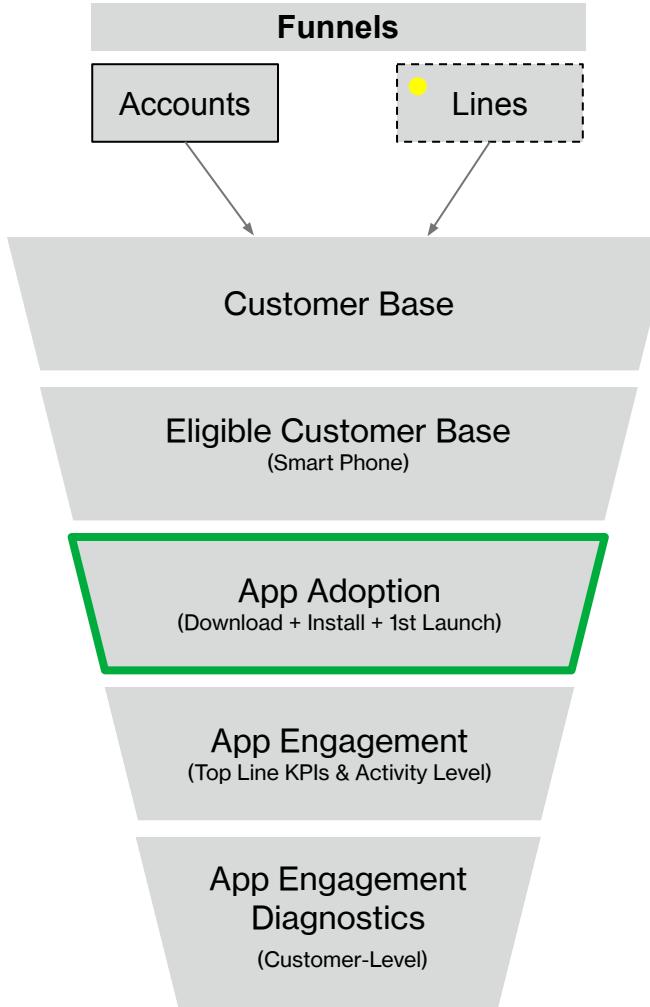
- Additional Insights**
- Alternate Digital Adoption - journey-focused: % first touchpoints app / all channels
  - My Fios App adoption baselines
  - VZ Up: customers come to the app each month to solely claim rewards (bundle w/ Action Rate/ Bounce Rate)
  - Monthly volume activation failures: eSim, etc.
  - % of Activations requiring OS software upgrades



# Tracking Eligible Base



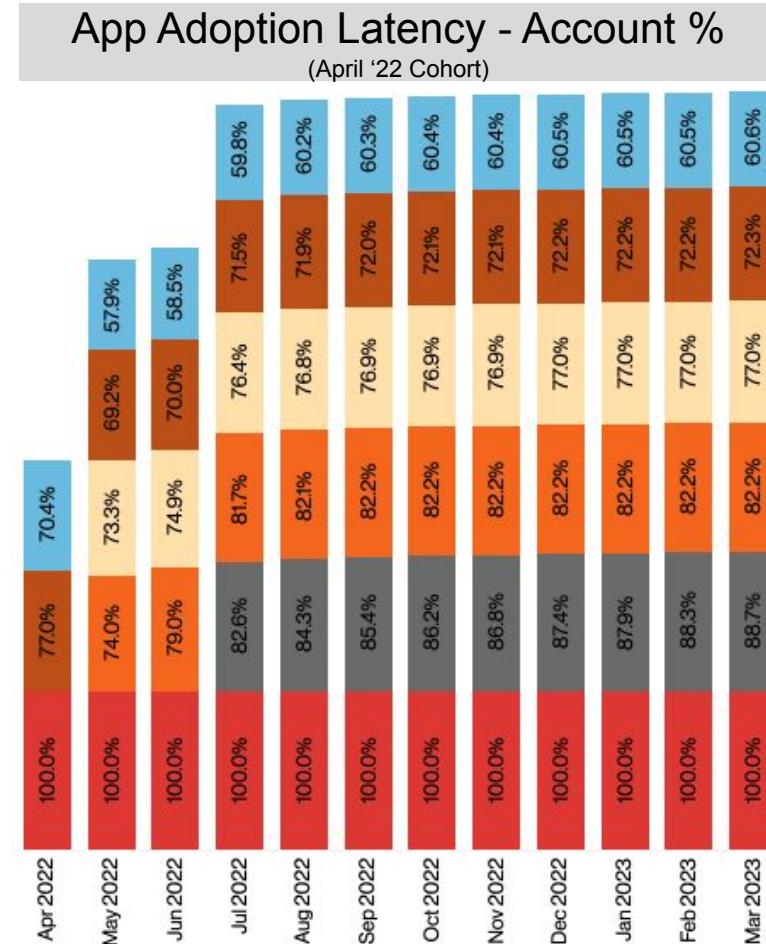
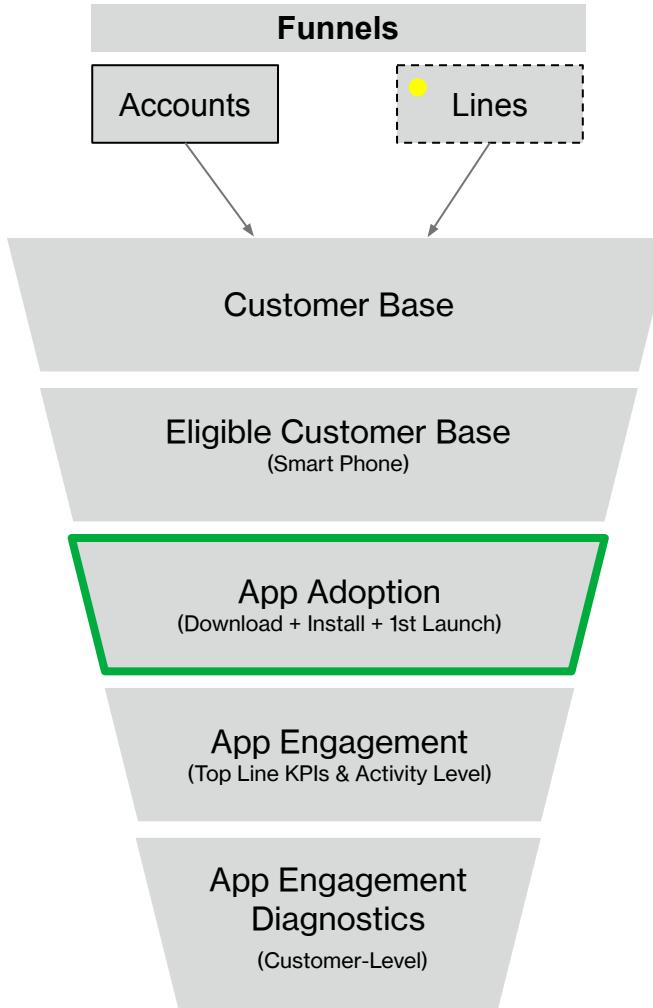
# Adoption (1st Launch) is Critical First Step



Applying to Line Data



# Earlier Adoption has Long-Term Impact on Customer Behavior

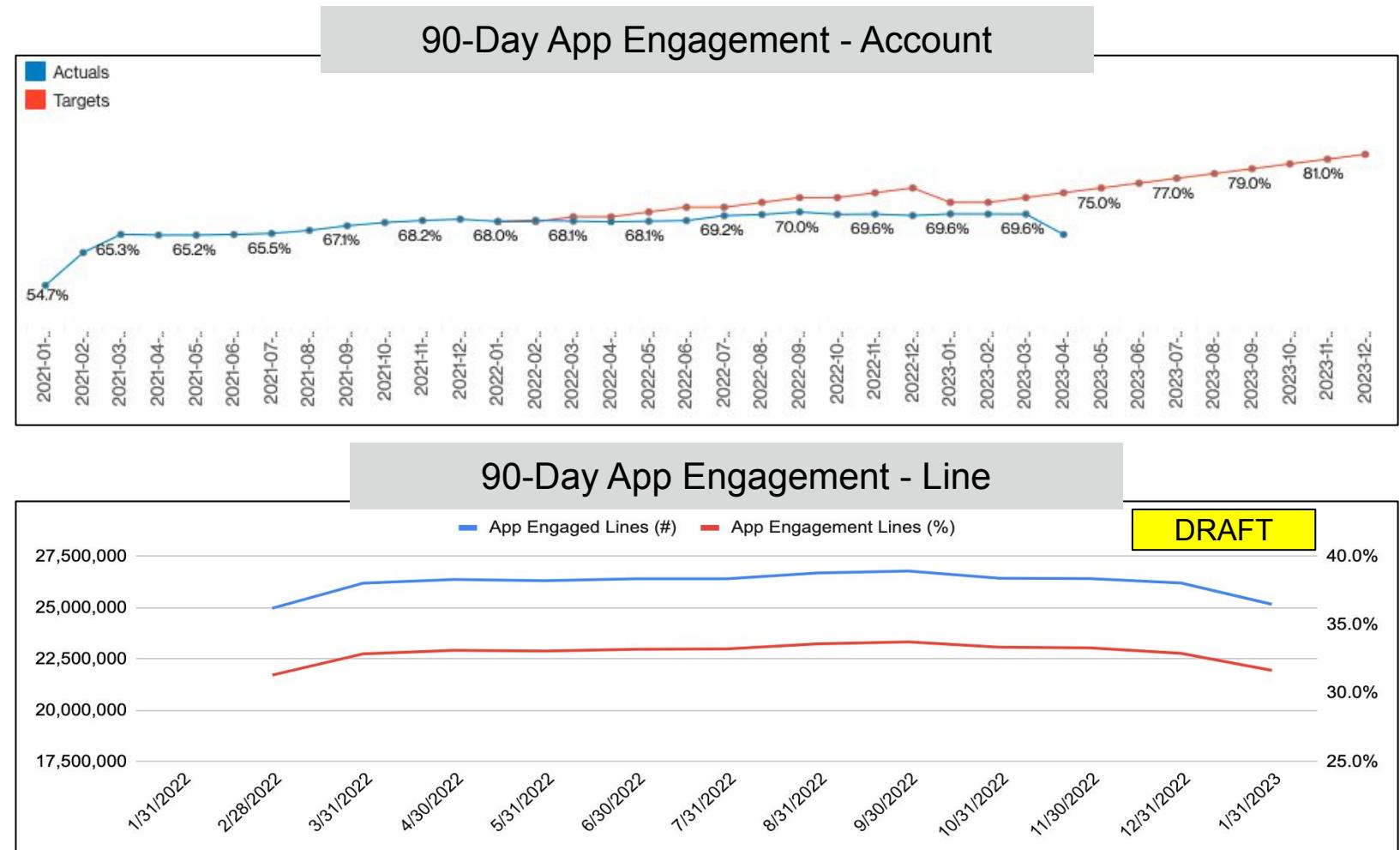
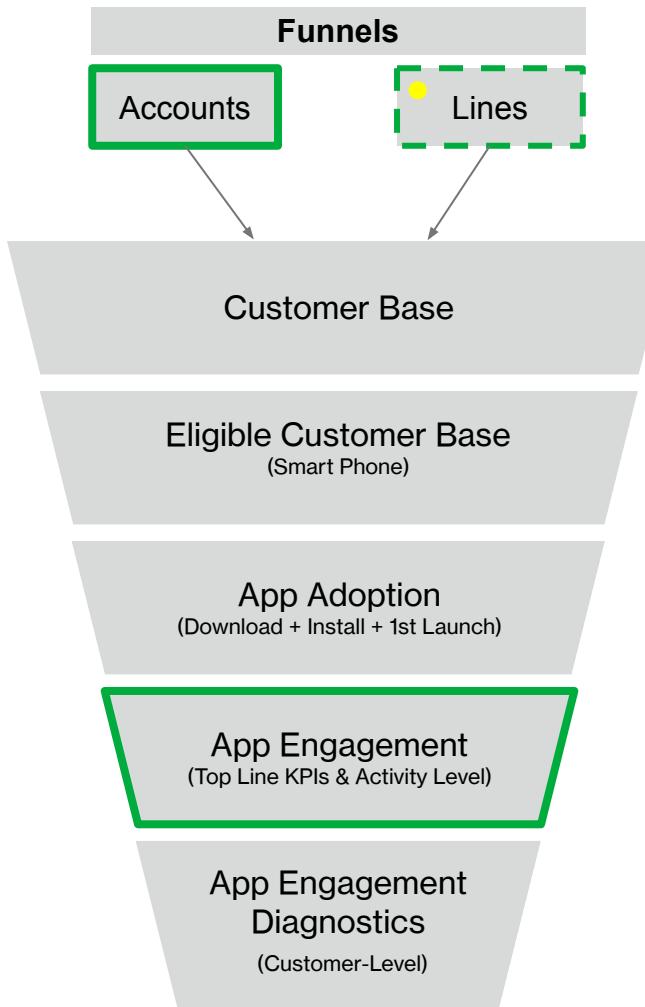


**App Adoption Latency - Line %**  
(coming soon...)

Applying to Line Data



# Tracking 90-Day Engagement @ Account & Line Level



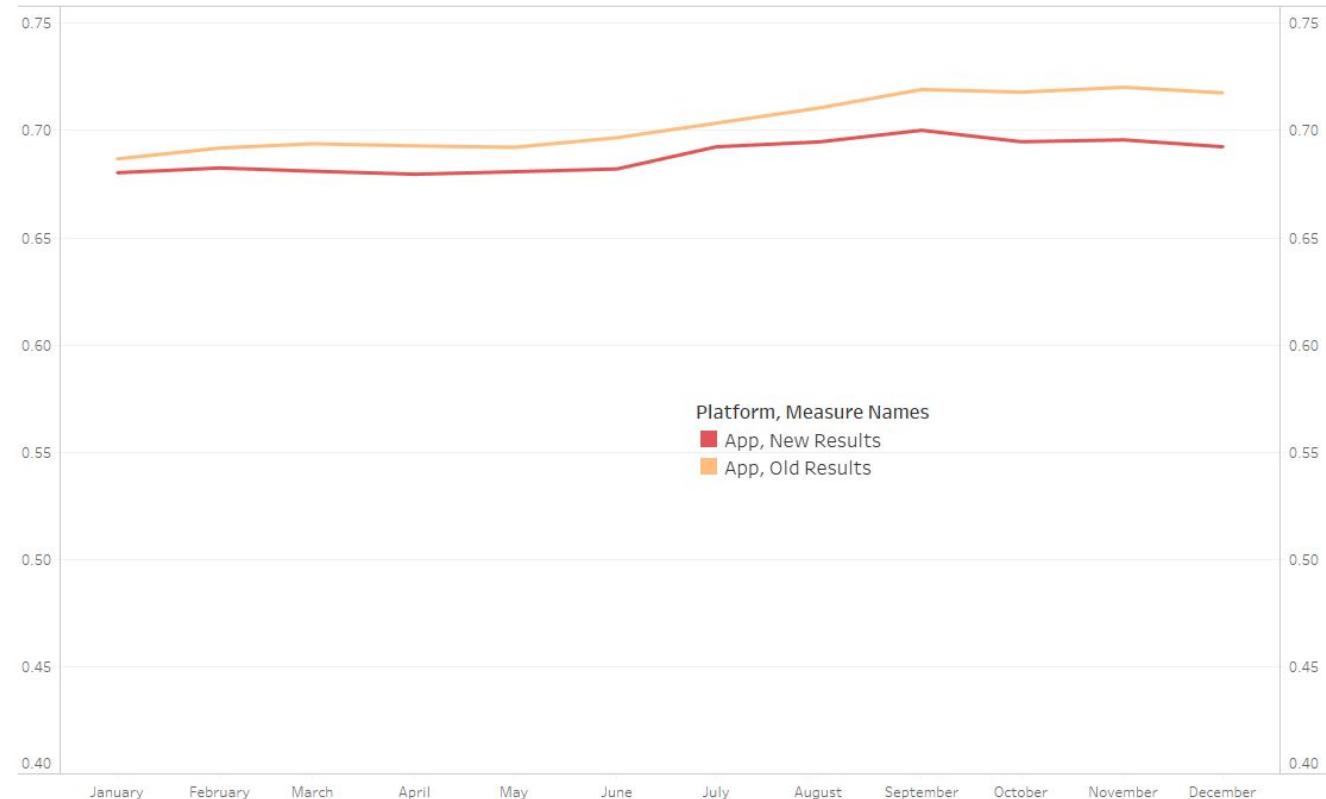
## 90-day MVA Engagement comparison

Reasons for delta:

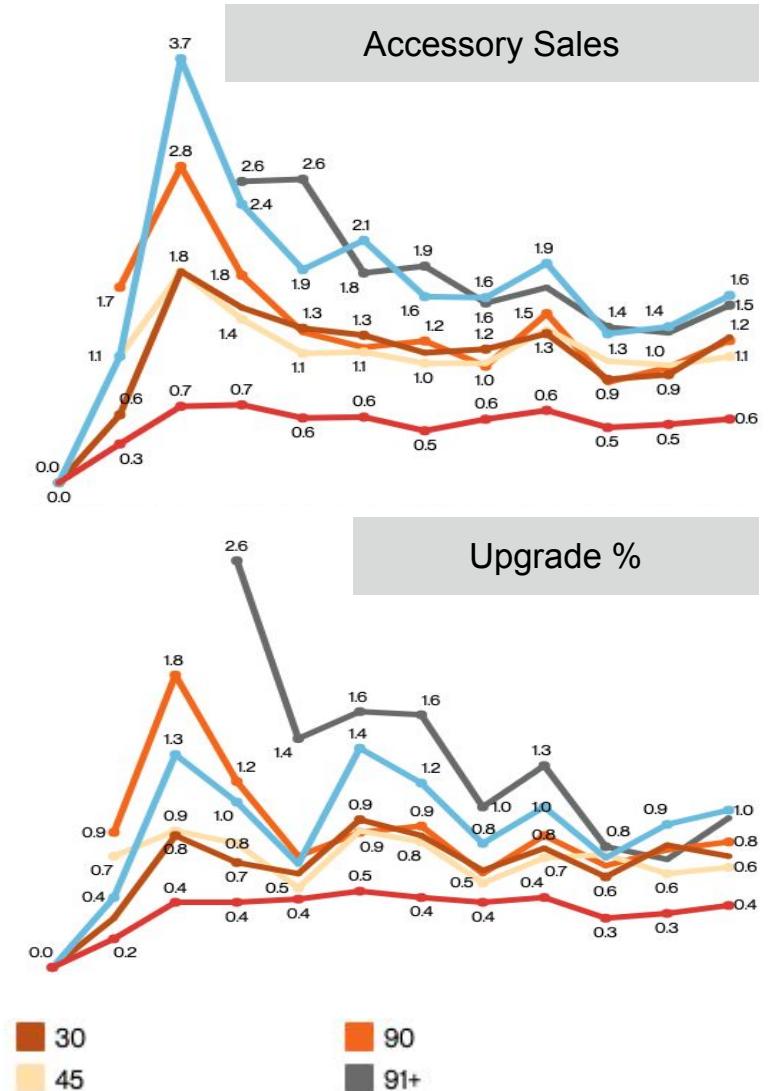
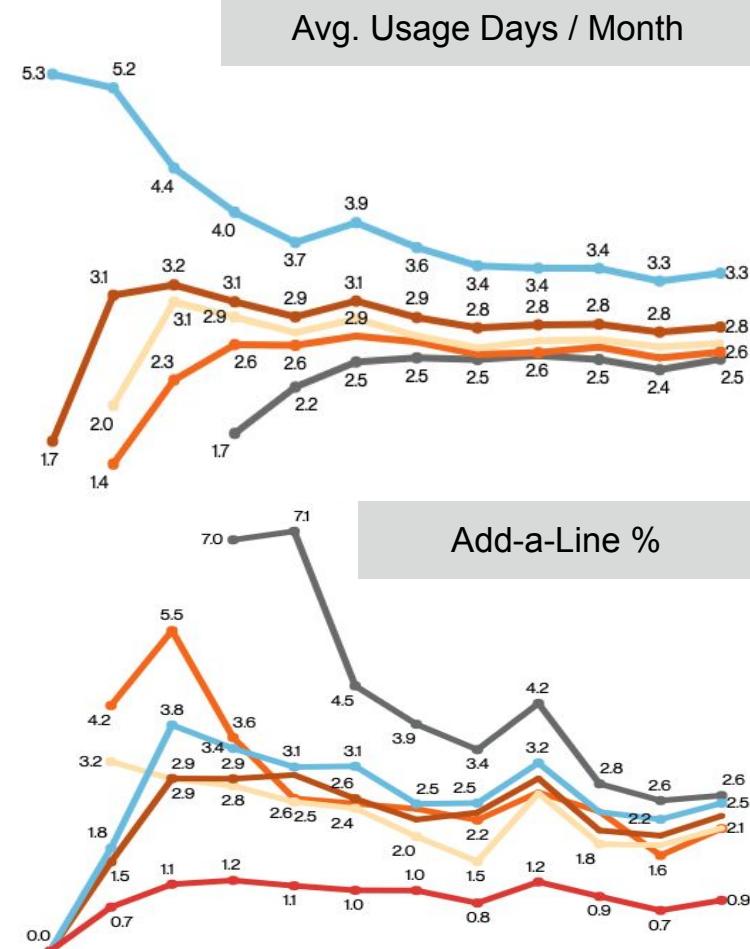
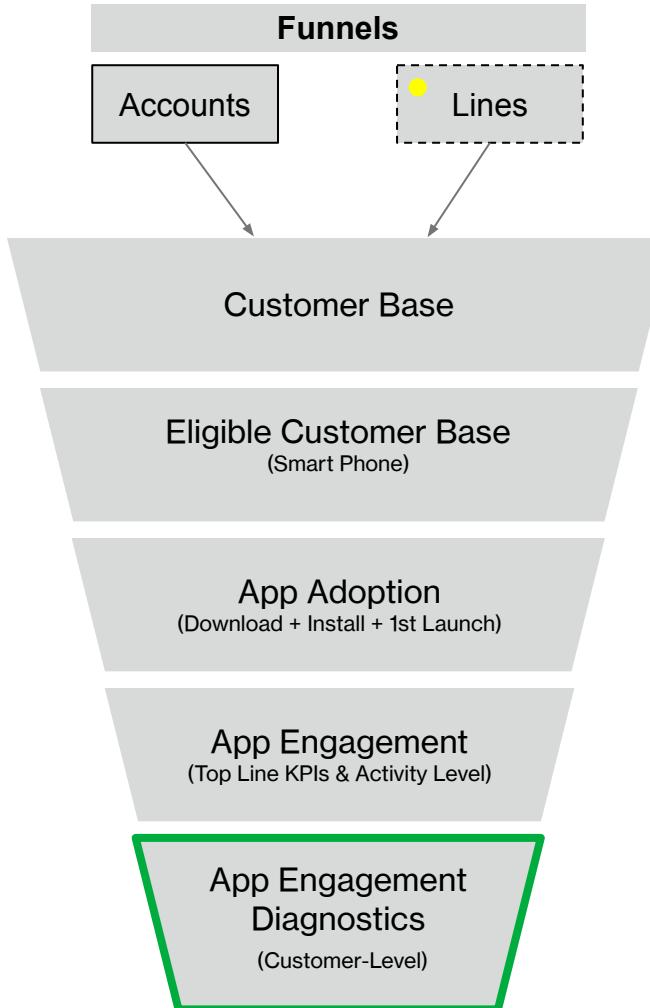
- ~82% is due to exclusion of CRM campaign sessions that did not result in a click-through or login.
- ~7% is due to data attribution logic to accurately identify one account id where multiple account ids are found in one session.
- ~1% is due to bad logic in the old data source that mistakenly identifies other channels as MVA.
- ~10% is due to timing of query execution which reflected data changes that has since transpired.

**Slide explains Q1 '23 app engagement restatement**

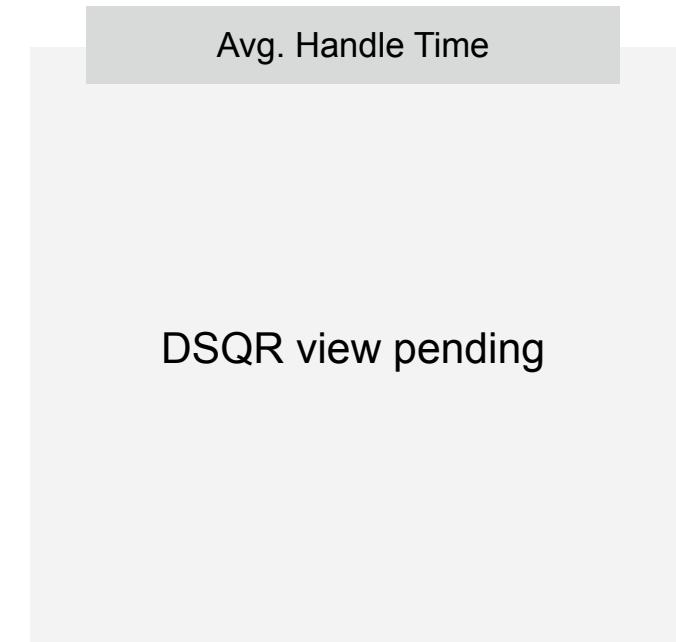
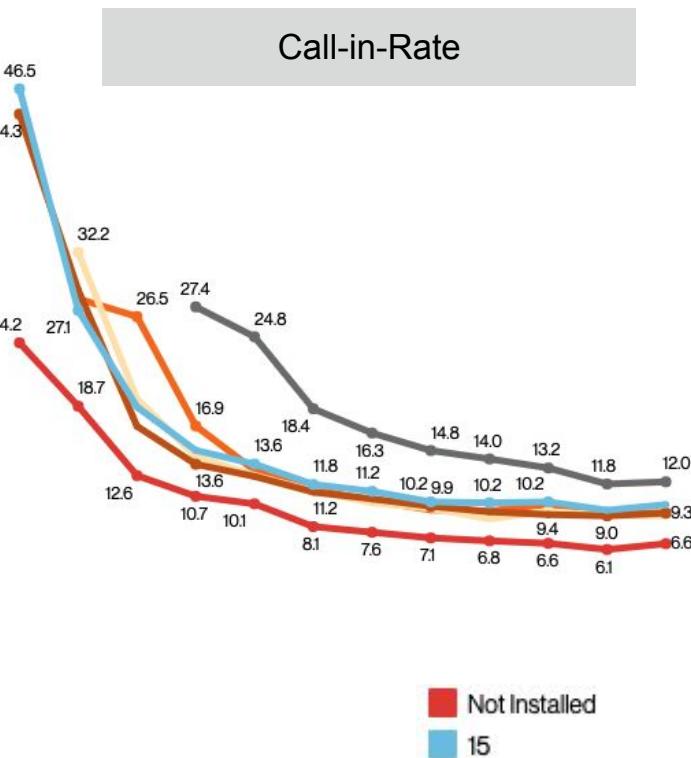
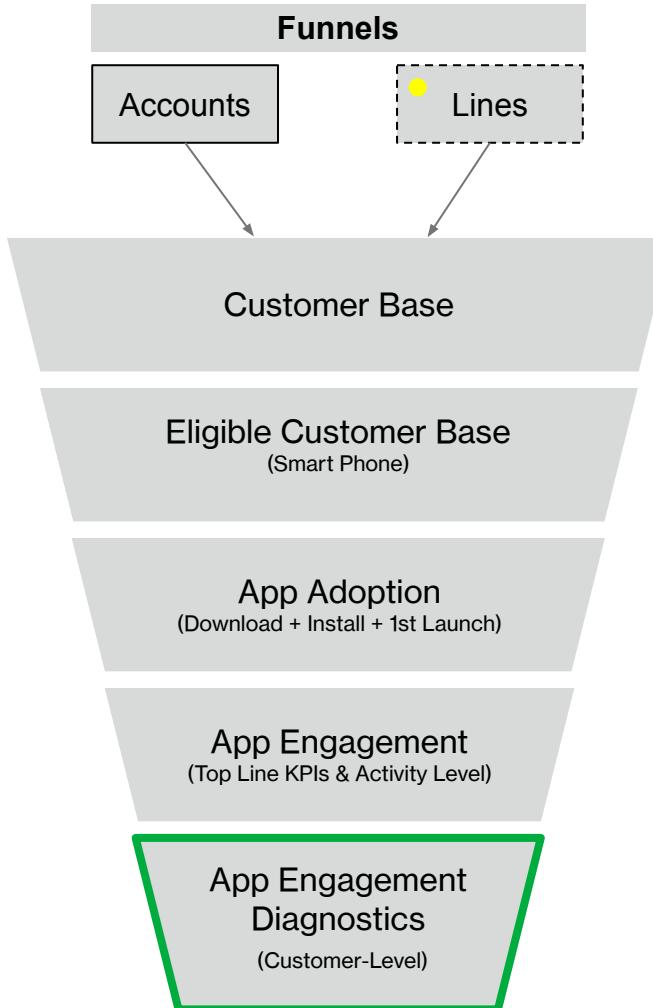
	New Results	Old Results	Diff
January 2022	68.0%	68.7%	-0.9%
February 2022	68.3%	69.2%	-1.3%
March 2022	68.1%	69.4%	-1.8%
April 2022	68.0%	69.3%	-1.9%
May 2022	68.1%	69.2%	-1.6%
June 2022	68.2%	69.7%	-2.1%
July 2022	69.2%	70.3%	-1.6%
August 2022	69.5%	71.1%	-2.2%
September 2022	70.0%	71.9%	-2.6%
October 2022	69.5%	71.8%	-3.2%
November 2022	69.6%	72.0%	-3.4%
December 2022	69.2%	71.8%	-3.5%



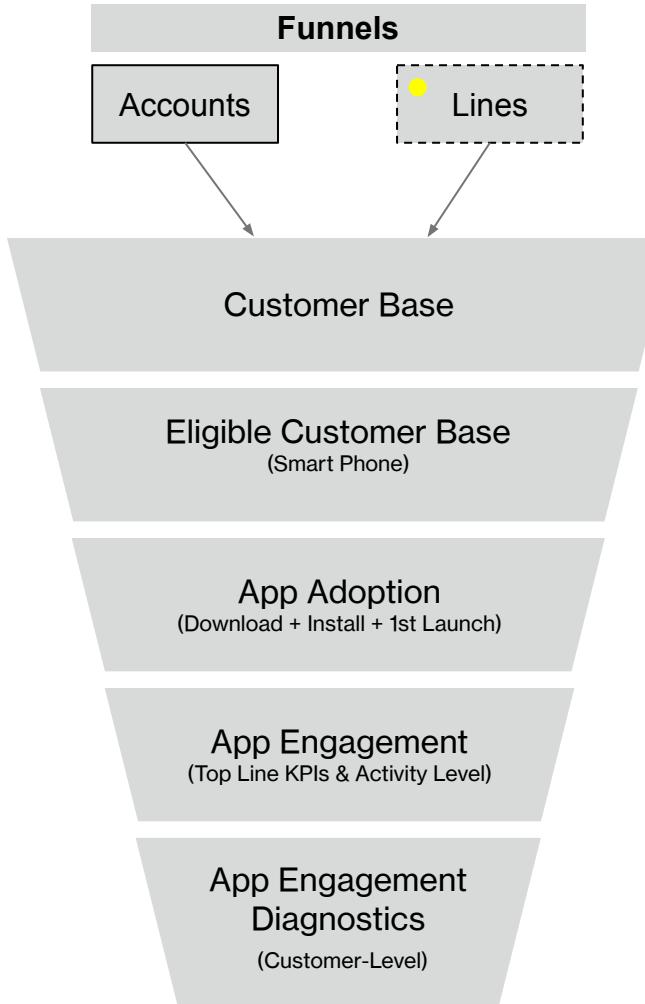
# Early Adoption impact on Rolling Engagement & Outcomes



# Early Adoption impact on Rolling Engagement & Outcomes (cont.)



# Building our the Engagement Funnel



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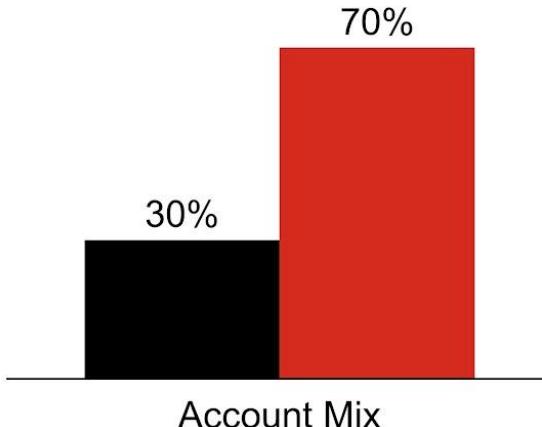
# MVA Engagement Financial Impacts



## 2

## Engagement With VZ App KPI

\* 2M sampled accounts on Jan'21 doesn't account for customer behavior change over time



- **69% of accounts were 90 Day App Engaged as of May'22**
- **2022 Target is 75%**
- 51% of Active Account managers accessed My Verizon App within **30 days from Jan'21 Sample.**
- Customers use App to primary manage a bill, check usage and purchase service (13% of all sales) and VZup rewards (until 2Q'22)
- 4.3% of not eligible accounts customers with basic phones are excluded

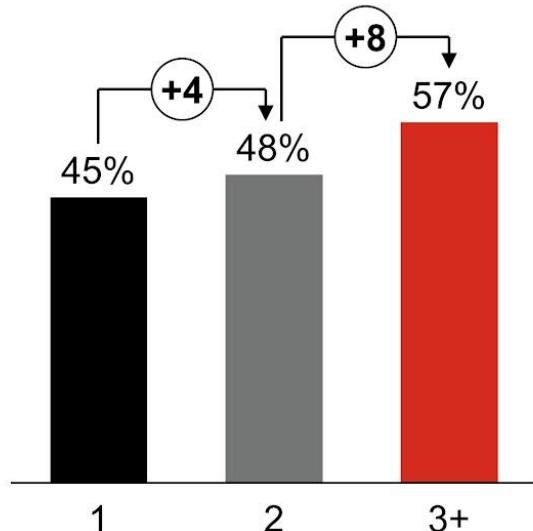
- More App Engaged on Unlimited
- 53% on Unlimited for Non-Engaged

App Engaged have more Lines Per Account (2.9 vs 2.5 LPA)

**42 NPS 24**  
App Use Didn't Use App  
*For Reference Only*

“... app engagement is much more of an indicator than a driver.”  
CME

App Engaged Account Mix by Lines Per Account

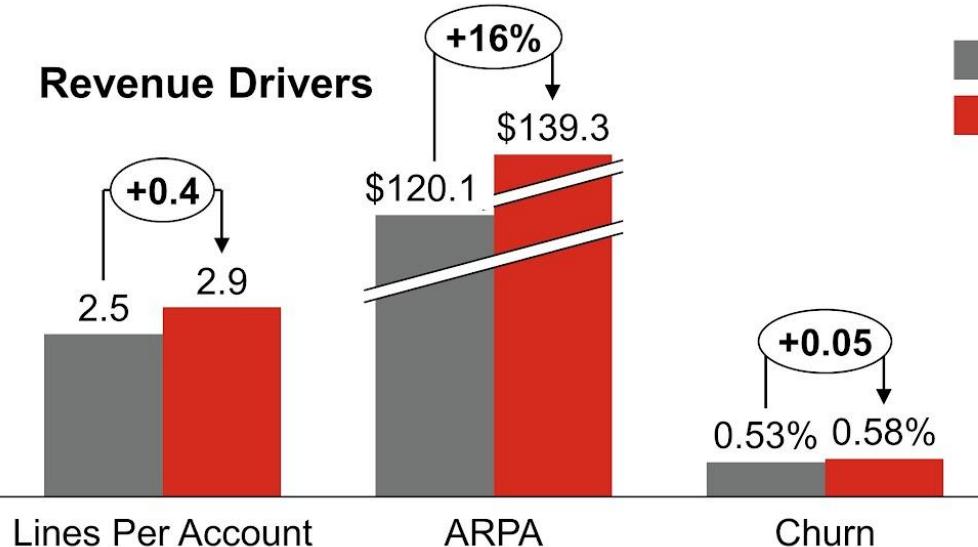


2

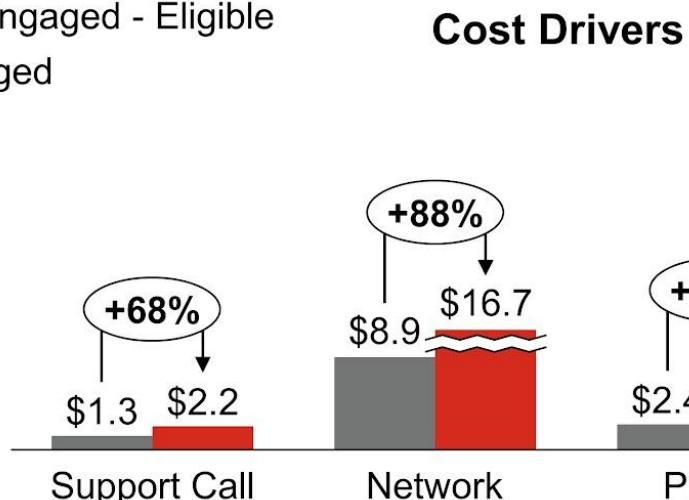
## VZ App Eng. Financial Profile

## Monthly View

**42** NPS  
App Use      **24** Didn't Use App  
*For Reference Only*



Not Engaged - Eligible  
Engaged



Higher UNL App Eng. mix drives higher lines per account which results in higher ARPA per month

11% MVA users call in and 4% use digital assist

17GB vs 33GB Per Month Per Account

Unl. twice as likely to take promo than Met.

Total Cost is \$13.8 higher

2

## Increase in VZ App Opportunity \*

## 12 Month View

42 NPS 24  
App Use Didn't Use App  
*For Reference Only*

### Incr. Revenue\*\*



\$12 higher ARPA and  
\$9.6 higher ACPA per  
month

### Incr. EBITDA\*\*



\$2.4 incremental EBITDA  
per month

### 1% Incr. EBITDA\*\*



1% MVA mix shift

### 75% OL Incr. EBITDA\*\*



10% 90-day MVA mix shift  
from 65% to 75% 2022 target

\* Correlation does not imply causation

\*\* Adjusted for LPA, Not adjusted for timing impact on migrations and disconnects

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# MVA Engagement Customer Behaviors



# Who is using the My Verizon App?



## App users...

- ... are 5G smartphone users
- ... are paying off a DPP loan  
(and have been for awhile)
- ... are younger than our base
- ... and are on the new, higher tier UNL plans

		<b>App Engaged</b> (in the past 90 days)	<b>Non-App Engaged</b>
	<b>5G Device Users</b>	<b>100%</b> Smartphone users <b>65%</b> on a 5G device	<b>95%</b> smartphone users <b>49%</b> on a 5G device
	<b>DPP Loan Status</b>	<b>58%</b> in an Active DPP Loan <b>38%</b> > 12 months in contract	<b>48%</b> in an Active DPP Loan <b>30%</b> > 12 months in contract
	<b>Life Stage</b>	<b>32%</b> millennials <b>62%</b> younger than 55	<b>19%</b> millennials <b>50%</b> younger than 55
	<b>Plan Type</b>	<b>75%</b> Mix & Match <b>8%</b> Get UNL 4.0 <b>19%</b> Play UNL 4.0	<b>68%</b> Mix & Match <b>3%</b> Get UNL 4.0 <b>13%</b> Play UNL 4.0

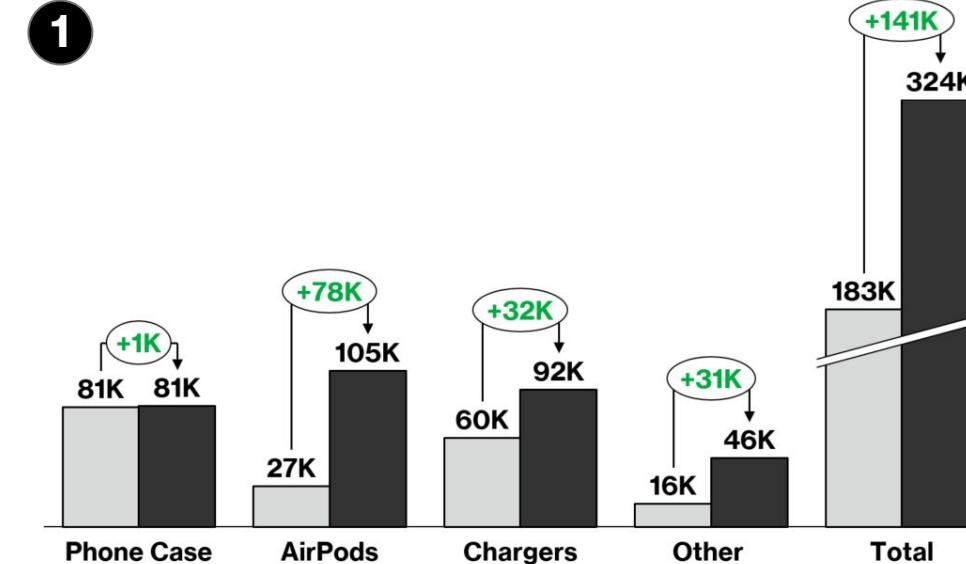


# App Impact on Accessory Sales (iOS)

- 1 Prefer to buy their accessories through the app (sales mix)
- 2 Attach more accessories to their phone purchases
- 3 Buy more accessories per order

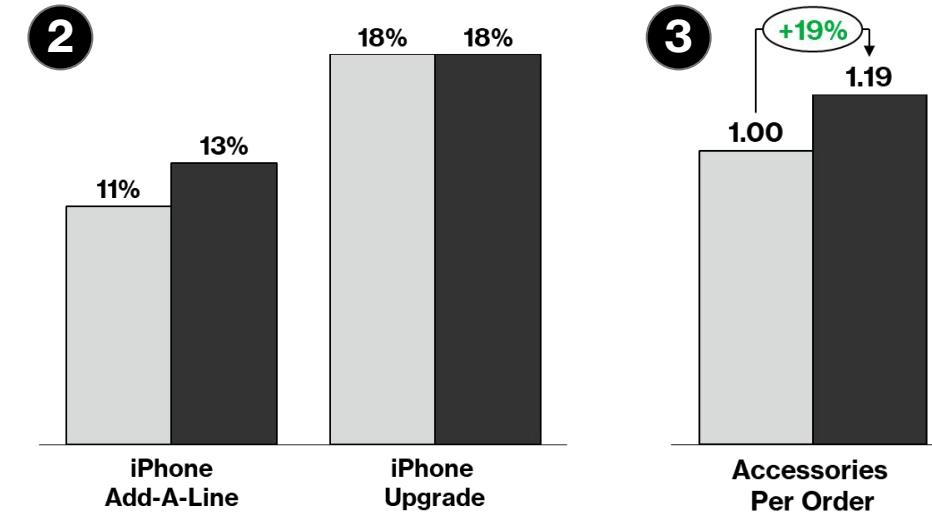


## Accessory Sales Mix and Volume



My Verizon App over indexes Online with **64% (324K)** Total Apple Accessories were purchased through My Verizon App with Airpods contributing 32% of total Apple accessory app sales

## Accessory Attachment and Sales Per Order

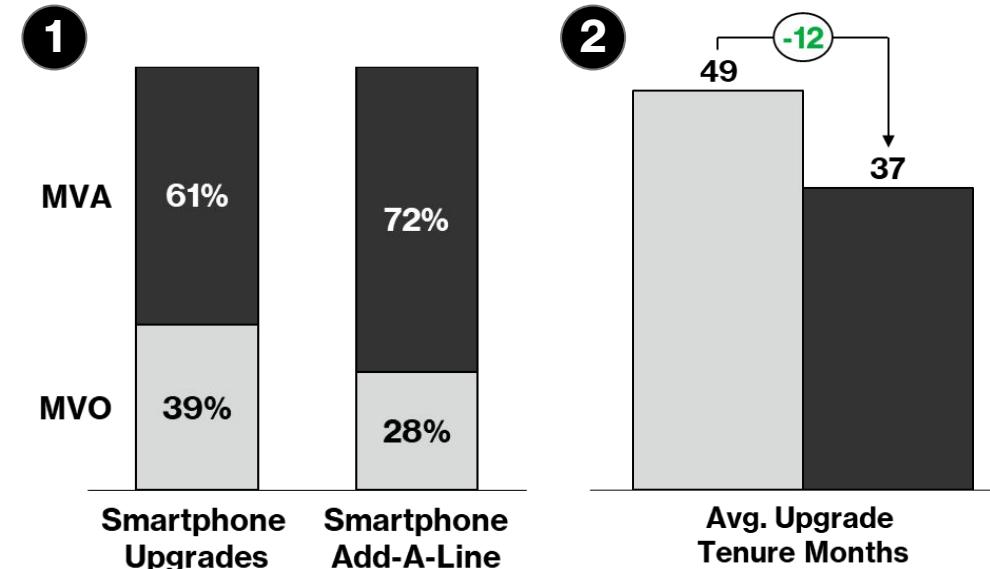


# App Impact on Orders & Content (iOS)

- 1 Prefer to purchase smartphones through the app
- 2 Upgrade more frequently through the app
- 3 Utilize the app for content & inclusion enrollments



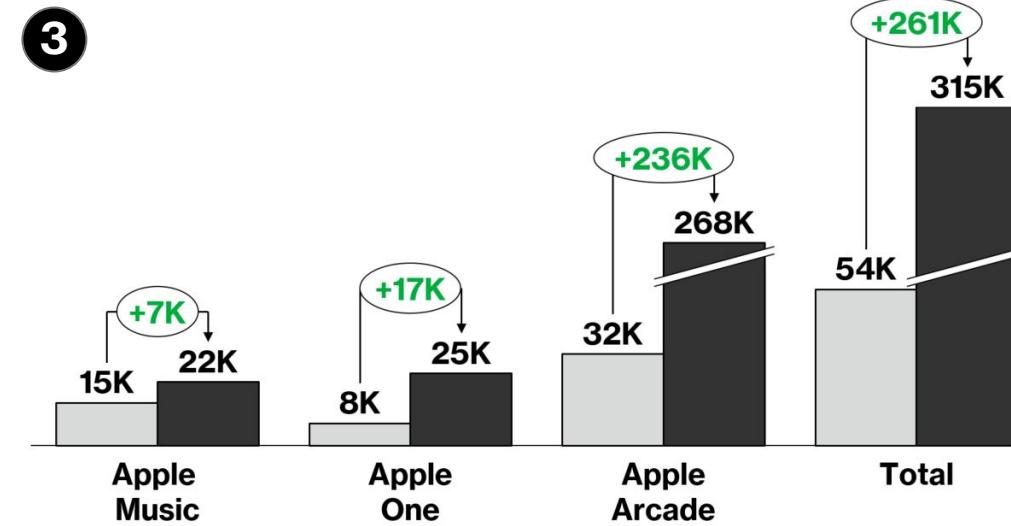
## Digital Orders & Upgrade Tenure



Smartphone Upgrades (61%) & Add-A-Line (72%) are more likely to transact through My Verizon App.

The Average Upgrade is **12 months** earlier on the My Verizon App.

## Enrollment in Content & Inclusions



Apple customers are more likely to use the My Verizon App to enroll into their Content & Inclusions driven by Apple Arcade



# Who We Are

	<i>Why It's Important</i>	<i>What We Do About It</i>	<b>App Excellence</b>
<b>Experience (Presentation Layer)</b>	<p>&lt;Reconciling / rationalizing experiences, etc. in place&gt;</p> <p>&lt;Availability, speed, defects, errors, crash rate&gt;</p>	<p>&lt;governance (establish &amp; adherence to standards) &amp; rationalizing journeys/experiences / value props&gt;</p>	<p>&lt;horizontal investment&gt;</p>
<b>Capabilities (Services Layer)</b>	<p>abilities that uniquely take advantage of device, OS toolkit, etc.&gt;</p>	<p>&lt;placeholder&gt;</p>	<p>&lt;privacy, compliance, etc.&gt;</p>
<b>Foundation (Infra Layer)</b>		<p>&lt;SDK's, API's, business continuation&gt;</p>	



# Evolving '100% MVA' Measurement (DRAFT)

Headline KPI (Mission Accomplishment)	Reach	Frequency & Duration	Journey-Led
Diagnostics (Leading Indicators)	<ul style="list-style-type: none"><li>• 90 Day App Engagement (Accounts)</li><li>• 30 Day Engagement (Accounts)</li><li>• App Eligible Accounts</li><li>• 30/90 Day App Engagement - Lines</li><li>• Engagement 'Latency'</li></ul>	<ul style="list-style-type: none"><li>• Avg. User Visits / Month</li><li>• Visit Types &amp; Duration</li></ul> <ul style="list-style-type: none"><li>• Placeholder</li></ul>	<ul style="list-style-type: none"><li>• % of Journeys that Start in MVA</li><li>• % of Journeys that go E2E in MVA</li></ul> <ul style="list-style-type: none"><li>• Placeholder</li></ul>

