

Burra, Rajneesh K

Assoc Dir-Full Stack

Manager: Arun Bhikawat

Evaluated By: Arun Bhikawat

2023 Year-End Review

Organization: VGS - Consumer & Business (Arun Bhikawat)

Location: 600 Hidden Ridge, Irving, TX (TX0326)

11/01/2023 - 12/31/2023

Performance Summary

Manager Overall Review

Rating: Leading

Comment: Rajneesh has a strong management skills with strategic planning and execution. He consistently excelled in driving performance improvement and digital application amplification. Their adeptness in constructing monitoring dashboards and overseeing SRE KPIs showcased a deep understanding of the technical landscape. Furthermore, his collaborative approach significantly enhanced team efficiency, fostering a cohesive and productive work environment.

In Year 2024, Key focus area of Rajneesh and Team will on

- ACT 56 (BYOD & companion app)
- ACT 81 Performance & Amplification
- Next Gen Digital

In conclusion, it has been a truly outstanding year under your leadership. I express our heartfelt appreciation for your tireless efforts and commendable achievements. As I look ahead to 2024, we have every confidence that your expertise and leadership will continue to guide us toward new heights of success.

Wishing you continued success, growth, and fulfillment in the coming year. Here's to another year of excellence!

Acknowledgement

Manager

Entered by: Arun Bhikawat **Date:** 02/16/2024

Status: Acknowledge

Comment:

Employee

Entered by: Rajneesh Burra **Date:** 02/20/2024

Status: Acknowledge

Comment:

Goals

Customer

Consumer 15% growth in phone gross-adds;

Digital Mix: Consumer Sales Wireless >26.4%

Manager Review

Comment:

Employee Review

Comment: Cadence on error analysis and reduction and continuous improvements in page performance and consistent experience enhancements helped with GA's of 1.36M (vs 1.13M in '22) resulting in 15% improvements

Error Accomplishments (Q3)

200 tickets/stories to reduce system errors in production and enhance business errors with experience changes and consolidation and design and framework changes and implementation

Error % from .27% to 0.07% with a goal of 0.05% overall average by EOY.

Aug 23' to Nov 23' Time-outs improved by dropping from 0.04% to 0.01%

Aug 23' to Nov 23' Exceptions improved by dropping from 0.06% to 0.01%

Business messages improved from 0.93% to 0.32% with our consolidation efforts from June to November 2023.

Generic Errors Improved from .15% in June to 0.04% in November

Generic errors(excluding Timeouts, exceptions, Cancelled/Aborted) improved from 0.09% in June to 0.02% in November.

Deliver a great customer and employee experience

Improve Digital Interaction Score

Delight customers with personalized digital experiences for promotions/offers

CX/EX Quality improvement in production

Reduce Technical frictions in production

Build Proactive Resolution engine to self heal and improve CIR

Enhance application interaction to reduce order fallout

Expand NBx personalization footprint

Increase MVA device biometrics usage to 80% (currently at 72%)

Deliver 100% of Tier 1 /Tier 2 programs

Drive NPS to >30 in 2023

Projected benefits : \$856M for 2023 based on GTS deliverables for CX and P&E

82% MVA Engagement

Digital interaction Score 58%

Manager Review

Comment:

Employee Review

Comment: DIS score improvements as below with digital amplification work done through the first half,
• Jan 2023 - 42.23
• Jun 2023 (MTD) - 45.01
Bundlebuilder promo flow done as part of first half aided by digital allocation team greatly helped promo attach rate and customer experience
Bringing error rate down as part of DA helped friction points and related fixes improve page conversions and UX
Regular governance on releases as part DA experience area helped improve adoption rate and on track to improve quality. In addition defect density tool launch helps different groups to keep quality in check
Feedback and reviews provided on BAYOU before and after launch helped with our pricing driven from NBX and related enhancements and fixes

Q3 (Jul, Aug, Sept) 2023:

- Calling Plan Change Analysis
- Iconic Analysis
- Iconic Competitive Analysis
- July Price Increase Analysis
- Q4 (Oct, Nov Dec) 2023: Calling Plan Change DIS Analysis, Address change experience Analysis

Drive profitability

Continue to leverage Verizon India as a strategic asset for the company

Enable hyper-personalized, AI-informed line level offers to optimize revenue, Cost of Acquisition (COA), Cost of Retention (COR) and margin

Expand Digital adoption

Execute near-shore strategy to improve geo-diversity – leverage capacity of 7 primary vendors in LatAm

Complete global clearance and migration of work to the Follow the Sun Model

Digital Real Time Marketing

Digital Sales Optimization

Omni Sales Experiences

Manager Review

Comment:

Employee Review

Comment: Closely working and integrating VZI and helping and mentoring them to work together as a team for the common company goals helped cut costs
Personalization APIs were integrated leveraging AI to boast products in real time. Further plans and initiatives to integrate AI are part of the DA roadmap
Working with OMNI teams to enhance video assist and also help cut too many 3rd parties helped with experience and page performance driving digital adoption and greatly reducing CIR
Continuous experience improvements & reviews/feedbacks like bill pay, OOS, NextGen, PortIn, BYOD, FlashSales, Bundle Offer, BAYOU, etc in first half helped digital adoption.
Error rate was reduced to 0.05% in May. To achieve Error Rate target of 0.05%, successfully implemented many UXs & fixes due to system errors and customers would

continue the flow and close the sale.
Page Performance was greatly improved as part of DA overall across the site including 50% on GW & PDP

Q3

Generic Errors rate improvement from 0.15% in June to 0.04% in November
Error Accomplishments
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Performance/SRE Accomplishments
Desktop SRE 73% in Q3 compared to 67% in 2022 Q3 and is trending higher with 78% as of Nov
Mobile SRE 21% in June to 45% in Sept
Improved page performance of the landing pages by 50%
Initiatives Completed: Reduced bundle size, Minify HTML / JS, Chunking Optimization, Memory Optimization, Delayed loading resources, NextGen / SPA, Optimized/rewrite UI Code
Initiatives Upcoming: Single domain, Ajax optimization, NextGen SPA | existing customers, Delay Load | GTM, BioVerizon & Adobe scripts, Lazy Load | Chatbot, 15Gifts, Medallia, Remove non-critical 3rd party scripts

Governance, risk and compliance

Enhance data governance

Privacy by design – support privacy law rollout in 5 states

SOX and Audit findings compliance

Keep GTS SOX findings <= 14

Maintain 90% of our Level 1 apps Within Risk Appetite/Tolerance and zero Level 1 apps in Unacceptable Risk category

Support implementation of Global Clearance Acceleration Factory

Manager Review

Comment:

Employee Review

Comment: DNSST compliance and security program in first half helped Verizon to comply with regulations and state laws well in advance

Grow revenue

Enable new pricing plans, products and promotions (Bayou, +Play, Protect etc)

Seamless transitions from Pre to Postpaid, Post to Prepaid

Improve Mobility and FWA churn model efficacy

Implement personalization strategy and real time marketing evolution

Rollout standard authentication and authorization (BWM, Connected Cars, Smart Family, etc.)

Establish Individual Profiles enabling line level purchase power and personalization

Deliver 100% of Tier 1 /Tier 2 programs

Projected benefits : \$1.506B for 2023 based on GTS deliverables

1.6M Phone Gross Adds

Mobile/Fios/FWA Digital Mix - 28.98%/46.8%/36.5%

\$200M RTM Revenue

296K Fios Net Adds

1.08M FWA Net Adds

4.55M Mobile + Home Subscribers

\$63.8B Wireless Service Revenue

100k Postpaid phone net Adds

Manager Review

Comment:

Employee Review

Comment: Providing feedback and reviews on BAYOU before and after launch and detailed contentsquare analysis and performance and SRE analysis should provide encouraging results
Additionally error rate improvements with reaching 0.05 in May in addition performance improvements in landing pages by 50% helps customers move faster and convert better helping with the revenue. Video Assist, BillPay initiatives helped with improved orders and payments
Error Analysis & fixes, performance improvements and experience reviews, feedback and governance helped achieve below,
Mobility Combined Channel Mix ~25.37% (vs target~28.98%)
Conversation Rate ~ 1.05%
Digital Phone Gross Adds ~ 1.36M (vs 1.13M in YTD '22); resulted 15% growth
Accessory Attach Rate ~ 17.5% (vs target~9.8%)
Protection Attach Rate ~ 38.3% (vs target~47.0%)
Promo Attach Rate-Gross Adds ~ 59.13%
Total Accessory Revenue ~ \$76.54M (vs target ~\$200.77M)
App Engagement Rate ~ 68.9%
Digital Interaction Score ~ 45.1
Digital Interaction Mix ~ 93.7%

Successful iconic launch with cadence on performance, SRE and stability. Continuous

fixes and implementations helped achieve desktop SRE 73% in Q3 compared to 67% in 2022 Q3 and is trending higher with 78% as of Nov and Mobile SRE 21% in June to 45% in Sept

- **DIS**
 - Jan 2023 - 42.23
 - Jun 2023 (MTD) - 45.01
 - Oct 2023 - 40.59
- **Gross Adds**
 - 1H 22 - 1.13M
 - 1H 23 - 1.31M
 - 2H 23 (through Nov 8th) - 524K
- **Channel Mix**
 - 1H 22 - 24.75%
 - 1H 23 - 25.42%
 - 2H 23 (through Nov 8th) - 25.28%

Improve operational and financial discipline

Manage CapEx and OpEx budget efficiently and measure returns on investments

Nearshore strategy

Flex SOWs and QBRs with vendors to ensure on time delivery with quality

Continue partnership and transparency with VCG prioritization team

Time charging compliance

Manager Review

Comment:

Employee Review

Comment: Capex and Opex was carefully reviewed to make sure for efficiency based on feedbacks for improving ROI and timesheets were reviewed and tracking to align and allocate resources accordingly
Closely working and tracking on a daily basis with vendors like IVL, Deloitte, etc to build great partnership and collaboration to achieve Mouriz targets and goals
Timesheets and related labor codes were always reviewed for accuracy and compliance.

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CapEx and Opex related are always checked time to time for cost efficiency

Model the Leadership Principles

Lead yourself, your people and the business by embodying the following Leadership Principles: Act on Customers' Behalf, Create and Drive Change, Deliver Results, Drive Teamwork, Align on Our Direction, Nurture Development, Foster Inclusion, Lead by Example and Take Responsibility as described in more detail in the Leadership Principles behaviors.

As part of people leadership, you are expected to: assess performance, coach and develop, hold employees accountable, take appropriate corrective actions, train, and provide ongoing direction and feedback.

Manager Review

Comment:

Employee Review

Comment: Have been having one on one's with resources regularly and checking and providing feedback on their performance regularly.
Talking and discussing holistically on daily basis with each resource and helping and guiding them and simplifying their tasks has been at the forefront
Was always looking at ways to improve employees and providing suggestions on learnings and always provide feedback on how to improve and move forward.

People & Society

36K Volunteer hours

Pulse+ engagement target > 75%

Manager Review

Comment:

Employee Review

Comment: Pulse engagement has been 100% and recent pulse score of 4.6 has been above company average
Volunteer hours and contribution form me and team are on track regularly

Q3

Pulse engagement has been 100% and score of 4.5 or greater has been achieved

Platform modernization

Complete NSA transaction migration in VCG

Streamline promo management lifecycle in a single view for all types of offers – device, accessories, pricing, content, gift cards etc.

BCC Shutdown

Manager Review

Comment:

Employee Review

Comment: Having been part of NextGen and improving performance by 50% on landing pages and doing competitive analysis and collaborating with Google, Amazon, Omni and all 3rd party tag teams helped making sure we have the latest in technology recent example being optimizations at CDN at edgio

Q3

Code processing at CDN & related POC is in Q3 and also node setup at Edgio to quickly deploy and test POC's has been done through Q3. Also Release Lens tool has been enhanced and is being actively leveraged by other teams.

Strengthen our engineering culture, innovation and employee engagement

Drive delivery and engineering excellence (Agile 2.0, SRE, Testing transformation)

Drive competitive advantage for the business by demonstrating the art of the possible with the AI&D team working closely with the CIO portfolios

Reduce P1/P2 outages and improve MTTR

Foster upskilling talent

Increase employee engagement

Improve Diversity, Equity and Inclusion

Manager Review

Comment:

Employee Review

Comment: Being part of CMDs and meeting Doc and L2 teams to understand RCAs on prod issues and trying to come up with governance to put guardrails is in progress both for errors and performance

Working closely SRE on daily basis and Catchpoint, Headspin teams on improving our performance reporting and understanding concerns and improved it.

Letting employee to express and present to SR leadership helped employee engagements

Provided updates and results on important initiatives to CIO org in first half on overall performance, UX & Edgio.

Q3

Already getting aligned with Agile 2.0 style of working with Act81 and new vendor resources