Burra, Rajneesh K

Sr Mgr-App Dev

Manager: Krishnendu Karmohan (On Leave)
Evaluated By: Krishnendu Karmohan (On Leave)

2023 Mid-Year Review

Organization: VGS - Consumer & Business (Krishnendu Karmohan (On Leave))
Location: 600 Hidden Ridge, Irving, TX (TX0326)
06/26/2023 - 08/11/2023

Performance Summary

Manager Overall Review

Comment: Rajneesh has led the amplification team very well where he has defined good guardrails on operational stability and also the work on the SRE and performance has been outstanding. He has been constantly churning and working with various stakeholders to ensure that Digital product overall is looked with lazer focus and also ensuring he builds on the partnership to ensure he gets the support across. With the crucial second half for this year he will have to ensure that operation focus remains high on the agenda and also needs to work across the board to ensure all products which are released going forward have the right checks and balances in place.

Acknowledgement

Manager

Entered by:	Krishnendu Karmohan (On Leave)	Date:	08/08/2023
Status:	Acknowledge		

Comment: Rajneesh has led the amplification team very well where he has defined good guardrails on operational stability and also the work on the SRE and performance has been outstanding. He has been constantly churning and working with various stakeholders to ensure that Digital product overall is looked with lazer focus and also ensuring he builds on the partnership to ensure he gets the support across. With the crucial second half for this year he will have to ensure that operation focus remains high on the agenda and also needs to work across the board to ensure all products which are released going forward have the right checks and balances in place.

Employee

Entered by:	Rajneesh Burra	Date:	08/08/2023
Status:	Acknowledge		

Comment:

Goals

Customer

Consumer 15% growth in phone gross-adds;

Digital Mix: Consumer Sales Wireless >26.4%

Manager Review	Employee Review
Comment:	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

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

NPS 30

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	Employee Review
Comment:	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

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	Employee Review
Comment:	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

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	Employee Review
Comment:	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	Employee Review
Comment:	Comment: Providing feedback and reviews on BAYOU before and after launch and detailed contensquare 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%

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	Employee Review
Comment:	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.

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	Employee Review
Comment:	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	Employee Review
Comment:	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

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	Employee Review
Comment:	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

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	Employee Review
Comment:	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.