

# Burra, Rajneesh K

Assoc Dir-Full Stack

Manager: Sankara Yadavalli

Evaluated By: Sankara Yadavalli

# 2024 Year-End Review

Organization: VGS - Consumer & Business (Sankara Yadavalli)

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

11/01/2024 - 12/31/2024

## Performance Summary

### Manager Overall Review

Rating: Achieving

Comment: Rajneesh played a key role as an Associate Director, leading ACT56, NGD (ACT107, ACT108), and partnering with business and GTS partners for program success. He spearheaded major programs, including BYOD new customer & existing customer with single/multiline, NextGen Digital, and performance optimization, contributing to gross ads. Rajneesh showcased proactiveness in various activities, collaborating with vendor partners, setting delivery expectations, and mentoring the team to achieve timely, high-quality business objectives.

We have the opportunity to identify and proactively address system errors and production defects during development, ensuring a smooth transition to production. By closely examining vulnerabilities, we can fortify our application's security posture. Let's analyze production issues from a design perspective, implementing solutions during development to minimize future defects. Improving the gross ads channel mix, particularly in digital, is a shared responsibility. Our focus should remain on enhancing customer experience and capitalizing on opportunities. In 2025, AI will be integral to our operations, and we must prepare to leverage its learnings in our digital workflows.

Thank you for all the hard work.

## Acknowledgement

### Manager

Entered by: Sankara Yadavalli Date: 02/05/2025

Status: Acknowledge

Comment:

### Employee

Entered by: Rajneesh Burra Date: 02/12/2025

Status: Acknowledge

Comment:

## Goals

**Deliver a Premium Customer & Employee Digital Experience**

## Enabler

## **Deliver key business programs**

- Project Turing (for Digital)
- 1-Click Upgrade
- NextGen Digital
- Predictive Service
- Streamlined Sales Journeys

## **MVA Engagement Improvement**

- Arrival/Welcome experience
- Personalization in the stores
- Mobile Experience in the stores

## **Deliver following key Conversational AI programs**

- Call companion
- Onebot expansion
- Personalization
- Troubleshooting enhancements
- CS Evolution
- Optimized Intent Capture

## **Improve Customer Billing and Payment Experience**

- Redesigning the Purchase and Accessory Receipt
- NBS One UI Redesign
- Bill and Payment History Redesign
- Bill Dispute
- What's Changed Redesign
- Common Wallet for 1VZID Customers
- Payment Arrangements

## **Improve Customer account management & authentication experiences**

- Improve Port & Transfer of Service Ux including suspend and disconnect transactions
- Standardization of Adaptive Authentication across Digital/Assisted, expand adoption across Fios and FWA
- Improve customer authentication experience using silent & passwordless authentication including AI contextual & behavioral biometrics
- Improve the customer experience on Profile Account Settings transactions & Expand & Enhance the Disconnections with the digital channels (MVO/MVA)
- Enable One-time Permissions to empower Account Members to carry out transactions with Account Owners approval.
- Expand shell account capabilities to support multiple orders and enrollment in Auto Pay & Enhance the forgot user ID & 1VZID flows

### **KPI**

- NPS score -> #1 by 2025
- 1.69M Phone GA
- 95+ SRE score for Web
- 85+ SRE score for App
- <0.05% Sales Error Rate
- <0.05% Service Error Rate
- Deliver Next Gen Digital

- Enable Vz Premium Brand Value
- <2sec MVA load time
- Best In Class Mobile + Home Digital EX
- 60% MVA Engagement in 30 days

#### Manager Review

Comment:

#### Employee Review

Comment: **Next Gen Digital (NGD)**

NGD program is underway all through the first half of 2024 to create an Industry leading premium digital experience augmented by transformative technology to be launched Aug 7, 2024 for Prospect BIC flow.

- Exploiting the NSA architecture and leveraging the latest & greatest technical tools & frameworks,
- Primary goal of this program is to double up conversion rates and improve the DIS to 75%. Additional technical outcomes & targets include <2s Page performance, < 05% Error Rate & >95% Reliability score.
- This will be made possible by implementing the NGD core tenets like keep it simple & less hops, enforcing architecture guideline (WAST), Shift Left Approach, Trunk Based Code Development.
- Performance Governance (w/ Gatling, K6, SiteSpeed, Lighthouse), NG Error Framework & Logging (Error Free & Graceful, Log less & Retain long), Code Quality Governance (Jest, Cypress), Next.js 14 NGD WebApp, SSR on CDN/ Edgio, Service Virtualization (WireMock), MicroFrontEnd Poly Repo's,
- Continuous Deployment, CICD Pipeline Integration/Enforcement & Reporting: Jest, K6, Gatling, Sitespeed, Accessibility, etc + Current (Fortify, Sonar, ESLint, etc)

**Prospect BYOD Streamlined Digital Sales Journey** was implemented and delivered successfully through the first half of 2024 with promising results. This was fast tracked for delivery and was implemented for both Device First & Plan First flow for all the 4 categories (Smartphone, Tablet, Smart Watch & Connected Devices). This included NSE + BYOD combo order flow as well. Additionally, new capabilities like simplified multiline flow & eSim enhancements have

been launched along with the program.  
Overall 10% lift in byod prospect orders since  
this program was launched.

- **BYOD Streamlined Digital Sales Journey (Existing Customers)** involved eliminating competing call-to-action buttons while minimizing the presentation of options and removing redundant reminders, segregating key decisions and improving page load times. This streamline sales flow for BYOD existing customers to provide higher close rates, higher BYOD device add-to-cart rates, and reduced time required to complete an order. This has been implemented for all device types (smartphones, watches, tablets, laptops & internet devices) along with connected car which required additional migration from older frameworks. In addition to multiline, combo flows like AAL+BYOD, EUP+BYOD have also been implemented. Streamlined sales flow helped reduce 10 steps, +16% improvement in close rate.
- **BYOD IMEI eSim Video for Prospect Customers**

Provide instructions for finding IMEI within in BYOD Prospect flow with video/imagery.

Update the "How to find eSim" Video so that it is not on autoplay. Increased Cust Exp / Increased conversion / GA

- **Congrats Savings Banner in BYOD Pages**

Implementation of Congrats Savings banner across Plans, Cart and Number selection pages

Improved CX, Increased Conversion

- **Offer p-sim and e-sim Option in Prospect BYOD**

For device with both Psim and esim types capable, allow customer to select what type they want. Improved CX, Increased Conversion

- **Show Free Phones link for Prospect BYOD**

Display Free phones link in Prospect BYOD when IMEI is not compatible. Improved CX, GA

- **PPP Perk Filters for NSE & AAL & PPP BYOD Prospect**

Enhance the PPP experience with Perk Filters for AAL and NSE Customers.

Implement the progressive plans experience for Plans First and BYOD Customers.

Increased conversion, GA

- BYOD MVA Instant Activation Move Device Protection

Move device protection after plans and before cart for MVA Instant Activation Flow

- Device Compatibility Check in BYOD Landing Page & Existing Customers

Enable the Device Compatibility Check

Landing page to send to Streamlined BYOD Existing Customer Flow. Increase CVR, Improved CX

- Select from Previously Active Devices in BYOD

For existing customer BYOD, allow customers to select from previously used devices. Increased CVR, Improved CX

- eSim Activation for IMEI1 or IMEI2

For eSim only device, allow activations with either IMEI1 or IMEI2. Increased CVR, Improved CX

- Port Later for BYOD Existing Customers Implement the Port Later functionality in the Existing Customer BYOD experience.

Increased GA, Improved CX

- BYOD Notification for Unconfigured Devices

Similar to incomplete cart, BYOD customers with unconfigured devices in their cart will be notified and directed to the next logical step in the flow. Increased CVR, Improved CX

- PPP for SL BYOD Existing Customers & Multi-Line integration into BYOD ML Flow for Tablets, Watch, & Connected Devices

Implementation of Progressive Plans page for BYOD Existing customer Single Line Transactions. Expand PPP for BYOD Multi-line Transactions for other device types.

Increased CVR, Improved CX

- Prospect BYOD Mobile to MVA for eSIM Activations

New prompt for customers on mobile browsers performing an eSim activation to download MVA for a simplified activation experience. Improved CX

- BYOD Enhancements
- Masking and Dup IMEI: Enhancement to display an error msg when duplicate IMEI is entered and masking of IMEI in backend API's
- Promo Optimizations: Implement a more customized & guided promo experience based on how many devices & device types are getting activated
- BYOD Enhancements - Fios Modal: Prompt customers with a Fios modal to login w/ Fios account based on zip code entry to qualify for M+H discount
- MVA Existing customer BYOD URL Update: Update MVA Existing customer BYOD Landing Page to take customers directly to device selection or instant activation page.

## Delivery Excellence

### Enabler

- Health checks, fallouts, and tickets automation with AI capabilities
- Intelligent alerting & Eyes on Glass dashboards by functional flow
- Accelerate Testing transformation deliverables on Testing tools adoption
- Codeless automation for all products with Modular regression
- Enable Digital First Ph1 - Feature flag based regression testing
- Flawless Retail Season, Iconic, Super Bowl and other TVE spike event

### KPI

- Reduce P1/P2 outages by 30% and contain MTTR below 60 min
- 30 Day SLA for all field reported issues
- Maintain regression Test automation at 90%+ for NSA Desktop and Mobile with failure rate <5%
- Reduce regression testing cycles by 50% and improve regression quality (non-quality defects <5%)
- LT certifications, 0 system issues during critical times

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#### Manager Review

Comment:

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#### Employee Review

Comment: As part of NGD program, project/code delivery will be taken to next step by leveraging trunk based development, MFEs

& continuous deployment and a bunch of shift left tools like sitespeed, axecore, gatling, jest which bring in automation, accelerating development, QA and enhancing performance MFE and Streamlined Sales flow with MFE's helped achieve some of the automation

Prospect BYOD Streamlined Digital Sales Journey was implemented and delivered successfully through the first half of 2024 with promising results. This was fast tracked for delivery and was implemented for both Device First & Plan First flow for all the 4 categories (Smartphone, Tablet, Smart Watch & Connected Devices). This included NSE + BYOD combo order flow as well. Additionally, new capabilities like simplified multiline flow & eSim enhancements have been launched along with the program. Overall 10% lift in byod prospect orders since this program was launched.

90% SRE achieved for NGD with 2s SLA pageload times for NGD pages Shiftleft tools implemented for NGD

## Future-Ready Workforce

## Enabler

- Agile stabilization
- Talent upskilling and re-skilling
- Vendor consolidation
- Stand up and operate Chapters
- Employee communication Upgrade

## KPI

- Agile Maturity: ACTs launched by Q1 - 100% Walk+, 60% Run+
- Say/Do ratio > 90%; Release Freeze Readiness 90%
- 100% vendor ownership model by end of Q1 for US/VZI
- Vendor performance tracking - Say/Do >95%
- Vendor Resourcing - SME increase by 30%

<b>Comment:</b>	<b>Comment:</b> With training on chapters across Pega, CXP, cross skilling has been achieved and with technical transformation programs like Streamlined Sales flow new engineering initiatives like NextJS , MFE, CDN paved way for re-skilling on latest industry trends Say/Do ratio of 90% was achieved on ACT56 BYOD via carefully planning and regular coordination with various teams across Vendor ownership, resourcing performance tracking ion track and is continuing with NGD program
	Mentoring and guiding teams to get started on NGD which is on latest tech stack with NextJS, MFE and Shiftleft tools, Trunk/ AutoDeploy implemented so team & application is future ready for years to come.

## Grow Revenue and Profitability

### Enabler

- Deliver key growth programs
  - Next Gen Digital
  - 1-Click Upgrade
  - MVA Enablement
  - Streamlines Sales Journeys
- FAA Contract Enablement (2.46B / 15 yrs)
- Deliver User Onboarding, Authentication with PIV and Yubikey as MFA for FAA contract enablement
- Deliver new MFAs (PIV, Yubikey) and platform readiness for FISMA High compliance with POAMs

### KPI

- 10% phone gross adds from leads
- 1.69M Phone GA
- 22.2% Phone GA Digital Channel Mix
- 1.14% Phone GA conversion
- Improved Premium Mix
- Increased Perk Attach Rate
- Increased Accessory Revenue
- Deliver FAA POAMs per federal timelines

## Manager Review

**Comment:**

## Employee Review

**Comment:** **Next Gen Digital (NGD)**

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75%. Additional technical outcomes & targets include <2s Page performance, <.05% Error Rate & >95% Reliability score.

NGD Single Line BIC, NoPromo was launched with conversion rate beating BAU resulting in more digital orders to the company and with Trade-in coming up would further help

## 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 with Integrity and Take Responsibility as described in more detail in the Leadership Principles behaviors.

As part of people leadership, you are also 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: Setting up one & one meeting and coaching employees and guiding them by providing feedback and understanding concerns and helping team to move forward.  
Regular keeping track of KPIs and acting and working with business to come with ideas and getting them delivered to customers helped get results and enhance our customer experience

## Model the V Team Principles

Lead yourself, your people and the business by embodying the following V Team Principles: Be Customer Centric, Deliver Innovation, Embrace Diversity, Activate Teamwork, Model Integrity, and Champion Growth, as described in more detail in the V Team Principles behaviors.

As part of people leadership, you are also 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: Continually nurturing team members by setting proper expectations, responsibility and accountability was able to keep the team focused on the common delivery/goal of the company/department/team helping and echoing ethics, integrity time to time by setting p regular review calls and discussing and coaching in detail about work, how to do

work, how to be an ever improving team member, mutual respect, etc. Coaching team on regular basis and assigning new things so they always have some thing interesting and challenging to learn which kept them engaged and enthused.

Have setup performance review meetings to discuss on development and proving that timely feedback thereby helping them improvement

## Secure & Reliable Digital Platforms With World Class Cyber Defense

### Enabler

- **Meet all security KPIs**
  - RASP Coverage
  - 42 Crunch coverage
  - 0 L1 UA Risk
  - DAST Coverage
  - Quantitative Risk for L1 Applications
  -
- **Audit findings compliance**
- **CPNI Quarterly Attesters comply with Quarterly reviews and attestations**
- **Continue Fraud Detection/ Prevention Efforts including Cequence integration onprem and AWS**
- **Deliver Individual Profile for Home, Mobile and Verizon Products**
  - Enable all M&H customers (e.g. members) on single ID
  - Enable Assisted Channels to create Individual Profiles at time of Order
  - Enable personalization opportunities by enhancing intelligence driving app growth, and improving CX
  - Migrate existing M&H customers onto Individual Profile
  - Launch IP with Verizon Products (+Family, etc.)
  - Enable new passwordless authentication (e.g. Passkey)
  -
- **Enable Value Brands NSA modernization on standard IGAM authentication, authorization and digital identity services**

- Deliver IGAM modernization moving authentication and adaptive authentication Play/Akka to NSA techstack

## KPI

- **Meet all security KPIs**
  - RASP Coverage > 95%
  - 42 Crunch coverage > 95%
  - L1 UA Risk - 0
  - DAST Coverage > 95%
  - Quantitative Risk for L1 Applications = 0
- **Resolve 100% audit findings on-time**
- **Reduce Device loss as % of sales from 0.67% to 0.62%**

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### Manager Review

Comment:

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### Employee Review

Comment: Digital Sales Performance/SRE  
SRE score for Mobile App is trending at 60% and we were able to reach 82% for desktop. This has been made possible with various improvements stretching across multiple digital sales pages and systems and modules. Important programs like Prefetch helped a great with improving SRE score thereby improving customer experience.

- Prefetch allows applications to fetch content for multiple views in one request to cache it locally for subsequent use for the following pages - APIs & Static assets were prefetched as part of this to improve page load times.
- Long burning Android specific performance issue was identified and fixed by reducing cookie fetch calls specific to Chrome browser on Android.

- Multiple performance enhancements have been launched like API optimization for browsing service/get-available-plans, improvements on new number, express checkout & mdn selection, promo builder show-intercept call improvements, etc resulting in page load improvement of ~500ms to ~1000ms across multiple pages. Merging multiple domains (ex: <ss7.vzw.com>, <scache-ws.vzw.com>) to a single domain (<www.verizon.com>) & Leveraging HTTP/2 to improve performance of the sales pages by reducing the number of http connections.
- Other improvements include transition enhancements for NextGen (~1s) pages. GQL optimizations to removing unused nodes to reduce payload and splitting graphql query segregating sync & async data. include using latest image formats, react router enhancements, image optimization & JS size reduction.

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- Continuous Deployment, CICD Pipeline Integration/Enforcement & Reporting:  
Jest, K6, Gatling, Sitespeed,  
Accessibility, etc + Current (Fortify,  
Sonar, ESLint, etc)

NGD SRE score of >90% was achieved with NGS pages below 2s page load times. Error rate compared to BAU is drastically down.  
BYOD streamlined sales flow for prospect and existing customer was implemented resulting in better conversion and more orders