

Burra, Rajneesh K

Assoc Dir-Full Stack

Manager: Sankara Yadavalli

Evaluated By: Sankara Yadavalli

2024 Mid-Year Review

Organization: VGS - Consumer & Business (Sankara Yadavalli)

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

06/24/2024 - 07/31/2024

Performance Summary

Manager Overall Review

Comment: Rajneesh played a key role as an Associate Director and Lead the ACT56, ACT81, NGD and partnering with business partners and GTS partners to make the programs successful. Delivered great programs first half the year: BYOD new customer journey with single/multiline , NextGen Digital and Performance Optimization which in turn contributed to Gross ads for Q1 and Q2. Showcased proactiveness in various activities both within and outside the project. Worked collaboratively with Vendor partners and set the right expectations for the delivery of the program. Mentoring the team to deliver the business objectives on time without compromising the quality.

Opportunity to identify production issues as part of the development and address them proactively before going to production, How do we restrict the inflow of production defects from the delivered ACT's. Opportunity to look at the vulnerabilities closely to bring the application to Green. Current status is at Yellow. Opportunity to improve the Digital Funnel conversion (close rate, conversion rate) and come up with Innovative ideas and competitor analysis.

Please help focusing on Iconic and Holiday sales to reach our gross ads for 2024.

Acknowledgement

Manager

Entered by: Sankara Yadavalli Date: 07/10/2024

Status: Acknowledge

Comment:

Employee

Entered by: Rajneesh Burra Date: 07/12/2024

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.

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

Manager Review

Comment:

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

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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%

Manager Review

Comment:

Employee Review

Comment: 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

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

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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%**

Manager Review

Comment:

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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