

Burra, Rajneesh K

Assoc Dir-Full Stack

Manager: Sankara Yadavalli

Evaluated By: Sankara Yadavalli

2025 Mid-Year Review

Organization: VGS - Consumer & Business (Sankara Yadavalli)

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

06/16/2025 - 07/25/2025

Performance Summary

Manager Overall Review

Comment: Rajneesh is a pivotal leader in digital transformation, consistently driving the successful development and launch of the NextGenDigital (NGD) platform. His strategic oversight has resulted in significant improvements in both customer experience and digital sales performance, marked by notable increases in conversion rates and operational efficiency.

Rajneesh spearheaded the Q1 launch of NGD for single-line Prospect flows (BIC & TradeIn), which immediately showed promising results with increased close rates. Building on this success, he extended the Multiline implementation for Prospect in Q2, achieving 100% functionality for both BIC & TradeIn by June, boasting impressive close rates. Overall, NGD's introduction directly contributed to approximately 150 more orders within the Prospect flow.

Under Rajneesh's leadership, the Smartphones NGD PDP and FlyOut Cart were successfully launched. These innovations streamlined the customer journey, leading to a remarkable 40% improvement in upper funnel conversion.

Rajneesh established a robust framework for operational excellence. He implemented proactive monitoring and comprehensive dashboards for continuous tracking of funnels, orders, and errors, ensuring rapid issue identification and swift resolution.

Rajneesh's leadership has been instrumental in delivering a more efficient, high-performing, and customer-centric digital platform, directly translating into increased order volume and improved close rates.

We have a significant opportunity to boost our Digital Funnel conversion rates through innovative strategies and in-depth competitor analysis. Our immediate focus will be on Iconic and Holiday sales to achieve our 2025 gross ad targets.

Acknowledgement

Manager

Entered by: Sankara Yadavalli Date: 07/16/2025

Status: Acknowledge

Comment:

Employee

Entered by: Rajneesh Burra Date: 07/18/2025

Status: Acknowledge

Comment: Thank You Sankara for valuing my work and encouraging words and valuable feedback

Goals

Deliver a Premium Customer & Employee

Digital Experience

- 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

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: NextGenDigital for single line for BIC & TradeIn for Prospect was launched Q1 with promising results
4.2% BAU - with a close rate of 4.71% on NGD vs. 4.2% BAU
Multiline implementation for Prospect continued into Q2 and was made 100% for both BIC & TradeIn in June with close rate of 6.6% vs. 4.2% on BAU
Smartphones NGD PDP was launched and currently throttled 25%

Also FlyOut Cart which provides the capability to add multiple devices without looping and check and review pricing right away on PDP has been throttled 25%. Upper funnel conversion is up by 40% because of this change i.e. we are helping customers to move forward in a streamlined way.

Deliver a Premium Customer & Employee Digital Experience - Cont

- 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

- Digital Interaction Score 67
- Reduce CIR by 10%
- Port CIR 45% (current: 51.8%)
- Port In Fallout: 30% (current: 36.5%)
- TYS CIR <2% (current: 2.5%)
- TYS Digital Completion 50% (current: 45.8%)
- Reduce order-related new customer CIR by 7.5%.
- Increase MVA Adoption for Active Shell Accounts by 5%
- Authentication Reliability > 92.25%
- Authentication Available > 99.50%
- 2 second Latency > 85%

Manager Review

Comment:

Employee Review

Comment: Leveraging NextJS for smoother page transitions and offline content/pricing updates on NGD was the backbone of NGD for a premium customer experience. Accordingly SRE hit close to 90% with NGD flows and latency for most pages is less than 2s with the NGD migration and delivery. Also prospect DIS hit 75 during this time post NGD migration

Delivery Excellence

- 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: Proactive monitoring and funnel/order/error/healthcheck dashboards have been setup across different tools like Kibana, Grafana, QM, Adobe to continuously track funnel, orders, errors and periodic reporting multiple times through the day to quickly identify fallouts and fix issues.
Regression automation is almost setup for NGD for most of the sprints and a cadence has been setup to be completed of the sprint cycle.
Feature Flags have been used extensively for every code implementation on NGD & BAU along with attaining code coverage of 90% improving the quality and providing the capability to switch any feature on or off

Future-Ready Workforce

- 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: Regular training on AI tools and adopting and doing POCs on latest tech in the market like CoPilot have been provided to resources to improve the productivity
GL & Sapient have been consolidated with

KTs and Vendor have been groomed and expectations set to take the accountability by regular follow-ups and close day to day tracking/monitoring hence reaching say/do ratio of close to 90% and closely tracking velocity and sticking to business deliveries

Grow Revenue and Profitability

- 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: NGD delivery for single line and multiline through first half for BIC and TradeIn helped achieve more orders for prospect flow approx. 150 more compared to before and close rates for single and multiline are up post NGD migration for prospect.

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 Inclusion, 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: Regular discussions & 1n1 meetings with

employees have always been the forefront of responsibilities. This is to increase employee productivity and help them navigate and make them comfortable and enjoy doing work for Verizon.

Performance review and feedbacks are discussed in detail with employees to help improve skillset both functional and technical

Secure & Reliable Digital Platforms With World Class Cyber Defense

- 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)

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: A 6/24 MVA has been launched successfully and entire digital sales team was supporting it. This is all about merging M+H thus enabling customers to access mobile and home in a streamlined way on App. Security across different VASTs in digital sales and BBP are under control with BBP migration to NSA architecture.

