

# Changing the way we do retail.

We're introducing more  
touchless options for a better,  
safer customer experience.

**verizon**

# A message from Krista.

If there's a silver lining to the COVID-19 pandemic, it may be that it's brought people closer together while they've stayed apart. Because our customers rely on Verizon to keep them connected, it's more important than ever that we find new ways to serve their needs during these extraordinary times.

Throughout this crisis, we've evolved our business practices to ensure we're aligned with public health guidelines. We simply have to do everything possible to protect the health and safety of our employees and customers. We've reduced the number of open Verizon stores by 70 percent, limited our hours of operation, reduced the number of people allowed in the store, and restricted the transactions in store to critical device replacements and troubleshooting by appointment only.

We've introduced a new "Touchless Retail" experience which includes physical and digital elements that make it easier to maintain safe distancing in our stores and more efficient at transacting business. We continue to look at additional steps we can take to use technology to create a more satisfying experience for our customers.

We've also pledged to Keep Americans Connected and have extended that commitment through June 30, 2020, to waive late fees and to not terminate service for those consumers and small businesses who are unable to pay due to disruptions caused by the coronavirus pandemic.

This experience has given us an opportunity to connect our stakeholders -- customers, employees, investors and society-at-large -- to the larger truth about what we do and why it matters. We're sharing what we've learned about how to build a safer retail model based on our "new normal." This is by no means a static plan, but it does reflect what we've learned so far and the changes we've made to adapt in a turbulent environment.

I believe that if we put people first and work together, we can help our communities reopen safely.

*Krista Bourne*

Krista Bourne  
SVP of Sales and Operations



# Keeping employees and customers safe

To best serve customers, it is important to protect the well-being of employees. Verizon expanded its work-from-home strategy to include a significant percentage of employees, including those in functions such as customer service and technicians where a work-from-home strategy did not exist. Many employees from temporarily closed retail stores were redeployed to meet business critical needs such as customer service and telesales from home, giving them an opportunity to develop new skills and still serve customers.

As a result of COVID-19, new practices adhering to Centers for Disease Control guidelines have been implemented, particularly in retail stores where in-person interactions represent essential business. Employees must wash their hands more frequently while sanitizing stations have been placed in easily accessible high traffic areas. Both employees and customers are now required to wear face coverings. Store hours have been adjusted to allow for one-to-one ratio appointments and the observance of social distancing of at least six feet.

With this rapidly changing environment, a variety of communications tools have been used to ensure continual, effective communication, targeted to the respective audience.



## Employee communications tools

- COVID-19 [Employee Resource Center](#), the single source of truth for workplace policy, health and job safety updates
- Inside Verizon employee communications app
- Up To Speed Live, a daily leadership newscast launched in the early days of COVID-19 and viewed internally, externally and on social media to deliver real time updates on Verizon's response
- Verizon Emergency Notification System provides reliable text updates on urgent employee issues



## Customer communications tools

- COVID-19 [Customer Resource Center](#) - housed on the main Verizon website, offers customers answers to frequently asked questions, updates external audiences around response efforts and provides a variety of resources to all customers
- My Verizon customer app - existed before the crisis but was quickly leveraged for in store purchases and to queue up customers when they approach our retail locations
- Updates on [Verizonwireless.com](#) - a banner was added to all pages to link customers quickly to information about online support, online ordering, store hours and activities related to COVID-19
- Email and text notifications provide real-time updates on resources for customers

**The focus today is the same as every day: Ensuring customers have access to the network they rely on — now and in the days and weeks to come.**



# Touchless Retail

For the health and safety of employees and customers, a limited number of stores remain open for critical activities. Non-critical activities can be addressed on the website, Verizonwireless.com or through the My Verizon App. Online shopping orders include free 2-day shipping. Technical support is available 24/7.

Verizon introduced “Touchless Retail,” a shopping and service experience that includes a number of physical and digital steps to comply with public health guidelines with an emphasis on technology to ensure seamless, efficient transactions.

## Three key categories define the Touchless Retail experience



### Accessing the store

#### Pre-visit prep

- Customers schedule an appointment for critical troubleshooting or in store pickup\*
- Customers alerted to new store hours and policies like the requirement of face coverings; must acknowledge they do not have symptoms of Coronavirus



### Physical Elements

#### Social Distancing Markers

- Strategically placed to adhere to CDC 6ft social distancing guidelines
- Floor decals that adhere to the floor in 6 and 12 foot sizes

#### On-floor Inventory and Demo Reduction

- Reduced inventory and demos on sales floor to ensure cleanliness
- Approximately 15% reduction of demo devices; 50% reduction of accessories

#### Sanitizing Stations

- Front of store and high traffic placement
- Locations provided with 8oz and 2oz bottles, risers/bins and trash cans

#### Rep/Customer Partitions

- Placed on select fixtures
- Three sizes to support various fixtures

#### Shifting of In Store furniture

- Reduced customer seating, collaboration tables/bar, kids zone, wireless workshop, benches



### Digital Elements

#### Preferred Mobile Check-In Process

- Available through My Verizon App

#### Preferred Digital Buy & Checkout

- Co-browsing on a customer's device to sign terms and conditions and accept payment

#### Verizon Pass

- Simple, seamless account verification through My Verizon App

#### Touchless Payments

- Allow payments through MyVerizon app, point of sale and kiosks. Also provides alternative options for customers with broken phones or who want to pay with cash

#### Bill payment kiosk express flow

- Make payments & complete transactions on the bill payment kiosk

#### Curbside Pickup

- An automated and touchless pickup experience that provides safety, security, and convenience for both the rep and customer.

\*First responders, healthcare staff, teachers and military with valid work IDs, do not require appointments or online orders for In-Store pickup.

# Touchless Retail from the customer's point of view

Verizon's Touchless Retail experience begins before the customer leaves home ([see full customer journey here](#)). Once the customer identifies a critical issue that requires a visit to a store, the customer can go to [Verizonwireless.com](#) to use the online appointment setting tool. While scheduling the appointment, the customer will learn about in-store safety measures including face covering requirements for customers and that employees will be wearing cloth face coverings and gloves. The customer will be encouraged to download the My Verizon app since many aspects of the in-store experience can be completed within the app.

Once the customer arrives within 75 feet of a Verizon store, they will receive a push notification through the My Verizon app that guides them through the Mobile Check-in process and gives them next-in-line alerts. Outside, social distancing markers are visible for customers who need to queue up before entering the store. Once inside, there's a one-to-one ratio of customer to employee. In select locations, curbside pick up allows safe, secure and convenient interactions between the rep and the customer.

Customers can use the My Verizon app to scan and learn more about products and even make purchases. Within the app, Verizon Pass can be used to authenticate so customers no longer need to hand over a physical ID to complete a transaction. Co-browsing, or the ability for employee tablets to follow the customer journey on their own device, allows customers to accept terms and conditions on their own device, removing the need for employees to touch the customer's device or for a customer to touch a publicly handled device. Ultimately, the secure line can be used to checkout and complete the transaction.

When it comes to payment, multiple touchless options are available including adding the charge to a monthly bill, customers keying in their credit card details via secure link, or if the preference is to pay with cash, a QR code is generated that when scanned at the bill payment kiosk, allows the customer to insert cash into the machine. This ensures physical interaction between employees and customers is minimized, reducing the risk of spreading disease while increasing the payment options available and streamlining the transaction.

Safety is a top priority throughout the store. Clear safety partitions separate employees from customers at the collaboration bar and sanitizing stations have been strategically placed at the front of the store and in high traffic areas. Store furniture and fixtures have been reduced and relocated, placed between six and twelve feet of each other and social distancing decals have been added to the floor throughout the store to denote areas where only one person should be. To more easily maintain a clean environment, many demo units have been removed temporarily, the total amount of inventory in the store reduced and each store is cleaned extensively each evening. Personal protective equipment is provided to employees.



# And, there's more to come.

The Touchless Retail experience introduced in the wake of COVID-19 was out of a desire to not only protect employees and customers but also to enhance the customer experience. In preparation for a post-COVID world, many of these critical components of the customer journey will continue. Soon our customers will be able to ask questions via chat in advance of a store visit to help them better prepare. And further enhancements to the MyVerizon app will allow customers to scan their own identification for verification which will make transactions easier and reduce the need to handle IDs.

Since implementation, customer satisfaction has increased by making it easier to do business through greater use of the website, app and digital tools inside and outside stores. Greater digital adoption and integration opportunities are on the horizon.



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