



# Delivering a Better Customer Experience

Dear Verizon Value brand customers,

We're making big changes to simplify your experience. That means fewer hurdles, smarter and faster tools, and more helpful support across the board.

You may have seen a recent message from Verizon Consumer CEO Sampath, where he shared our commitment to putting customers first. We're raising the bar by putting you at the center of everything we do – especially when it comes to the experience you have with us, day in and day out.

Here's what you can expect:

## **Smarter Support, Better Experience**

We're investing in smarter automated tools to make customer support faster, easier, and more helpful from the start. By improving the way we interact with you, we'll help you get what you need – without the wait.

That starts with the most common reasons we get calls: renewing service, activating a pin or troubleshooting a device. Instead of navigating menus or waiting on hold, you can now get quick, accurate and intuitive support 24/7 with our next-gen AI assistant.

For more complex issues, our customer service agents will be available to solve problems faster, and deliver standout service.

## **One System, One Solution**

We're working behind the scenes to bring everything together to give you a more personalized and seamless experience, no matter how you connect with us. Our goal is simple: reach out once, and we take it from there.

This includes launching new tools that give our customer agents real-time access to network and device diagnostics, along with smart troubleshooting flows. This helps us resolve more issues on the first call.

We're also rolling out our "ValU" training program, designed to turn customer agents into your champions. Instead of supporting multiple brands, agents will now specialize in just one. This means they'll know you and your service better and be able to offer full support in one call.

## **AI-Driven Shopping, Built for Value**

We're also making it easier for new customers to get started. Beginning today, we're piloting a beta version of a new AI shopping assistant on Total Wireless desktop. This conversational "ShopBot" will guide customers through selecting a phone, choosing a plan, and checking out – all in one easy flow.

It's a first for prepaid and just one of the ways we're using AI to personalize and simplify the experience from the start.

Every change we're making is designed to reduce friction, add value, and meet you where you are.

After all, you're the reason we're here.

Nancy Clark  
President, Verizon Value