

VERIZON
UP TO SPEED LIVE
February 22, 2024 12:00 PM ET

>> HEY V TEAM, I HOPE YOU'RE HAVING A GREAT THURSDAY, THANKS FOR JOINING US FOR UP TO SPEED LIVE. BEFORE WE GET STARTED WITH THE SHOW, I WANT TO ACKNOWLEDGE WE HAVE A V TEAMER IN THE AUDIENCE FROM AUSTRALIA HERE TODAY. SO EXCITED TO HAVE HER HERE FROM THE RETAIL TEAM -- EXCUSE ME, NOT RETAIL TEAM.

WE'RE SO EXCITED TO HAVE HER HERE AND EXCITED TO GET THE SHOW STARTED HERE. WE HAVE A GREAT SHOW FOR YOU TODAY WITH A VERY SPECIAL GUEST -- BUT BEFORE WE BRING HIM ON -- I WANT TO GIVE YOU SOME BACKGROUND ON WHAT WE'LL BE CHATTING ABOUT. AS YOU KNOW -- WE'VE GOT AMAZING STORE REPS ACROSS THE COUNTRY HELPING SOLVE OUR CUSTOMERS' NEEDS EVERY SINGLE DAY. BUT AS YOU CAN IMAGINE OUR CUSTOMER TRAFFIC IN STORE EBBS AND FLOWS THROUGHOUT THE DAY. SO TO HELP MAKE THE MOST OF THOSE SLOWER TIMES, WE CAME UP WITH A TOOLKIT THAT ENABLES OUR REPS TO USE THIS TIME TO GENERATE MORE TRAFFIC, LEADING TO MORE SALES AND ULTIMATELY A BIGGER PAYCHECK. WE CALL IT BOOK OF BUSINESS, AND IT'S A GAME CHANGER. RIGHT NOW WE'RE ASKING REPS TO REACH OUT TO THREE CUSTOMERS PER DAY -- AND TODAY I'M EXCITED TO TALK ABOUT BOOK OF BUSINESS WITH ONE OF MY VERY GOOD FRIENDS PAUL MARTIN, A RETAIL MANAGER AT OUR FISHERS, INDIANA STORE. PAUL, THANKS FOR BEING HERE!

>> THANKS JEN!
HOW'S IT GOING?

>> WE'RE SO EXCITED TO HAVE YOU HERE, PAUL. SO, BOOK OF BUSINESS, WHAT'S BEEN YOUR EXPERIENCE? ANY SUCCESS STORIES YOU'D LIKE TO SHARE? HOW'S IT BEEN GOING?

>> OUR BOOK OF BUSINESS IS ANOTHER AVENUE ON WHICH WE CAN REACH OUT TO OUR CUSTOMERS. FOR ME PERSONALLY, I HAD AN EXPERIENCE THAT WE HAVE AN ABANDON CART LEAD. WHICH BASICALLY WHAT AN ABANDONED CART LEAD IS IS WHEN A CUSTOMER GOES ON TO THE WEBSITE, DOESN'T ORDER BUT ULTIMATELY DOESN'T COMPLETE IT. SO IT PINGS OUR ENGAGE SYSTEM WHICH IS BASICALLY WHERE WE HOUSE OUR BOOK OF BUSINESS. SO I REACH OUT TO A CUSTOMER AND JUST ASKED, HEY, DO YOU HAVE ANY CUSTOMERS, CONCERNS, ANYTHING LIKE THAT THAT I COULD HELP YOU WITH.

THE CUSTOMER WAS VERY HAPPY THAT I CALLED, BECAUSE THERE WERE A LOT OF DIFFERENT OPTIONS ONLINE, AS ONE CAN EXPECT. AND SHE WAS VERY OVERWHELMED WITH THE OPTIONED. SO WE MADE HER AN APPOINTMENT TO COME INTO THE STORE. I GAVE HER A VERY GOOD CUSTOMER EXPERIENCE AND WENT OVER ALL THE OPTIONS.

AND IN DOING THAT, WE WERE ABLE TO SWITCH HER OVER FROM ANOTHER CARRIER.

NOW SHE'S A PART OF THE VERIZON FAMILY.

>> I LOVE TO HEAR THAT.

THAT'S A GREAT EXAMPLE OF HOW THAT WORKED OUT FOR YOU.

HOW ABOUT YOUR TEAM, TALL?

I KNOW YOU WERE RECENTLY PROMOTE TO MANAGER.

CONGRATULATIONS AGAIN BY THE WAY.

HOW ARE THEY DOING WITH THEIR CALLS?

ANYTHING YOU'RE GOING TO HELP THEM MAKE SURE THEY'RE AMPING UP THEIR OWN BOOK OF BUSINESS?

>> FIRST OF ALL, THANK YOU, I'M EXCITED TO BE PART OF THE MANAGEMENT TEAM.

IT'S AN AWESOME EXPERIENCE AND LOVING MY JOB.

AS FAR AS THE BOOK OF BUSINESS AND THE CALLS, I KNOW OUR TEAM, WE PERSONALLY MAKE AN EFFORT TO CALL AT LEAST 30 A DAY, OR AT LEAST UNTIL WE GET AN APPOINTMENT FOR A CUSTOMER.

AND IN DOING THAT, WE'VE HAD A LOT OF SUCCESS AND TRAFFIC DUE TO THOSE AMOUNT OF CALLS WE'VE BEEN DOING.

>> AND I KNOW YOU DO THOSE CHECK-INS AT LEAST ONCE A WEEK TO TALK ABOUT HOW THEY CAN APPROACH A CALL MAYBE BETTER, SEE HOW THEY CAN ADJUST THAT.

CAN YOU TELL US A LITTLE BIT ABOUT THAT?

>> ABSOLUTELY.

I USUALLY HAVE A WEEKLY CHECK IN AS WELL AS MAKE CALLS MYSELF.

I KIND OF GO OVER, HEY, YOU DID VERY WELL.

AND SOME THINGS MAY, MAYBE IF YOU POSITIONED IT THIS WAY IT WOULD HAVE MADE A BETTER EXPERIENCE OR IT WOULD HAVE GOT THEM IN THE STORE.

BUT YEAH, WE USUALLY HAVE CHECK-INS AND COLLABORATE WITH EACH OTHER AND WE REALLY HAVE HAD A LOT OF SUCCESS IN DOING THAT.

>> ABSOLUTELY.

SO WHEN YOU'RE REACHING OUT TO THESE CUSTOMERS, WHAT ARE SOME OF THE THINGS YOU'RE DOING THAT ARE HELPING THESE CALLS GO SO WELL?

I'M SURE REPS WATCHING WOULD LOVE SOME ADVICE FROM YOU.

>> SO I KNOW FROM ME PERSONALLY IN MY TEAM, I ALWAYS TRY TO KEEP THE CONVERSATION VERY, VERY LIGHT AND VERY FRIENDLY.

THAT EARNS OUR TRUST WITH OUR CUSTOMERS SO THEY'RE MORE APT TO MAKE AN APPOINTMENT WITH US.

WHEN THEY ACTUALLY COME INTO THE STORE, WE CAN GIVE THEM THAT FIVE-STAR SERVICE AND WE CAN GIVE THEM THE OPTIONS AND WE CAN OFFER THEM THE BEST NETWORK THAT VERIZON HAS TO OFFER AND THE BEST SOLUTIONS.

>> ABSOLUTELY.

ALL RIGHT, PAUL, BEFORE YOU GO I'D LOVE TO KNOW HOW'S THE STORE DOING?

WHAT ARE CUSTOMERS COMING IN EXCITED ABOUT?

>> OUR STORE HERE IN FISHERS IS EXCITED FOR 2024 AND READY TO MEET THE CHALLENGES AND TRIUMPHS AND EVERYTHING.

AS FAR AS CUSTOMERS, WE HAVE AN EXCITEMENT AROUND THE 5G HOME INTERNET. WHO WOULDN'T BE?

YOU CAN SAVE HUNDREDS OF DOLLARS BY CUTTING THE CORD.

WE HAVE A LOT OF EXCITEMENT THERE.

HEY, WHO DOESN'T WANT 200 FREE DOLLARS AT TARGET.

I KNOW I DO.

>> ABSOLUTELY.

I LOVE THAT. THANKS SO MUCH, PAUL, FOR BEING HERE.

BEST OF LUCK TO YOU AND THE TEAM.

THANKS FOR TAKING THE TIME TO SHARE THIS WITH US.

WE REALLY APPRECIATE YOU.

>> THANKS FOR HAVING ME, JEN. THANK YOU.

>> SUPER COOL, AND TEAM, GET THIS – BOOK OF BUSINESS IS EXPECTED TO DRIVE 10% OF OUR PHONE GROSS ADDS IN RETAIL.

IF YOU'D LIKE TO LEARN MORE

ABOUT BOOK BUSINESS – JUST CHECK OUT TODAY'S STORY. ALL RIGHT.

WELL SPEAKING OF SERVING OUR

CUSTOMERS, VERIZON BUSINESS IS COMMITTED TO SERVING SMALL BUSINESSES IN COMMUNITIES ACROSS THE COUNTRY.

AND RECENTLY OUR LOCAL MIAMI TEAM WAS FEATURED ON THEIR FIRST SPANISH SPEAKING TV SEGMENT ON TELEMUNDO MIAMI'S ACCESO TOTAL.

THE TEAM ALSO RECORDED A SEPARATE SEGMENT IN ENGLISH THAT RAN ON THE LOCAL NBC AFFILIATE'S LIFESTYLE SHOW – SOUTH FLORIDA LIVE.

SENIOR DIRECTOR OF RETAIL AND SMB SALES – JORGE ZAPATA SHARED HOW OUR NETWORK'S RELIABLE AND BEST-IN-CLASS COVERAGE KEEPS LOCAL BUSINESSES RUNNING SEAMLESSLY.

HE WAS THEN JOINED BY ONE OF OUR MIAMI SMALL BUSINESS CUSTOMERS PATRICIA MORA OWNER OF ISAAC JEWELRY WHO SHARED WHY CHOOSING VERIZON TO RUN HER BUSINESS WAS A NO-BRAINER.

>> [SPEAKING NATIVE LANGUAGE].

>> SO NICE.

JUST A QUICK TRANSLATION THERE.

PATRICIA JUST EXPLAINED THAT

THE POWER OF VERIZON'S NETWORK

BOTH LOCALLY AND INTERNATIONALLY WAS THE DECIDING FACTOR.

SHE WANTED TO MAKE SURE HER CUSTOMERS ALWAYS HAD A SEAMLESS

EXPERIENCE, AND THAT'S EXACTLY WHAT THEY'VE HAD.
FOR THOSE OF YOU WATCHING, BE SURE TO ENCOURAGE ANY SMALL
BUSINESS OWNER TO CHECK OUT OUR
INCREDIBLE OFFERINGS, THEY CAN JUST POP INTO ONE OF OUR STORES
FOR MORE INFORMATION - HABLAMOS INGLES Y ESPANOL!
OKAY NOW TO A FUN UPDATE FOR
SOME NEWS WE BROUGHT YOU LAST WEEK.
YOU MIGHT RECALL THAT LAST THURSDAY WE ANNOUNCED A
MULTI-YEAR SPONSORSHIP RENEWAL
WITH THE NHL – MEANING VERIZON
WILL CONTINUE ITS ROLE AS THE LEAGUE'S OFFICIAL 5G PARTNER,
OFFICIAL WIRELESS SERVICES PARTNER AND OFFICIAL MOBILE EDGE
COMPUTING PARTNER IN THE UNITED STATES.
WE ALSO SHARED THAT AS AN OFFICIAL TECHNOLOGY PARTNER FOR
THE NHL, WE'VE COMMITTED TO DEPLOYING VERIZON PRIVATE 5G
WIRELESS NETWORK ACROSS NHL
ARENAS TO HELP GAME DAY OPERATIONS ROLL OUT NEW AND
TRANSFORMATIVE SOLUTIONS TO ADVANCE THE SPORT... AND OF COURSE
IMPROVE THE OVERALL FAN EXPERIENCE.
WELL, THIS PAST WEEKEND CUSTOMERS HAD A BLAST CHECKING
OUT SOME OF VERIZON'S LATEST
VENUE IMPROVEMENTS AND MULTIPLE
ACTIVATIONS LIVE AT METLIFE STADIUM DURING THE 2024 NAVY
FEDERAL CREDIT UNION.
NHL STADIUM SERIES, AND THE NEW AMSTERDAM VODKA.
NFL PREGAME.
AND WE WERE THERE TO CAPTURE THE
FUN – LET'S CHECK OUT OUR SOCIAL RECAP FROM @INSIDEVERIZON.
>> I'M HERE, AND THE GAME IS JUST BEFORE ABOUT TO START!

>> THE FANS IN THE STADIUM, THEY WANT TO UPLOAD, DOWNLOAD, AND
[INDISCERNIBLE] THAT YOU HAVE COVERAGE AND GREAT EXPERIENCE FROM
YOUR MOBILE NETWORK.
IF I LOOK ON THE PARTNERSHIP WE HAVE WITH NFL, IT'S A GREAT
ORGANIZATION TO WORK WITH.
THEY PUT TECHNOLOGY IN FRONT OF THE FANS AND THEY BELIEVE IT'S
GOING TO IMPROVE HOW THEY'RE DELIVERING THESE FANTASTIC PRODUCTS.
>> VERIZON HIGH SPEED THAT ALLOWS TO US PROVIDE A WARM ATMOSPHERE
FOR 13 LUCKY CUSTOMERS.
>> WE WERE GOING TO BE OUT IN THE COLD THERE IN THE SHADE.
HOT SEATS.
ME AND MY GIRLFRIEND LUCKY ENOUGH TO WIN, BOTH VERIZON
CUSTOMERS.
>> NO MATTER WHAT IT IS, WE WANT TO PROVIDE UNPARALLELED
EXPERIENCES THAT THEY CAN'T GET ANYWHERE ELSE.

>> THIS IS JUST HOW WE WORK WITH TECHNOLOGY AND SPORTS AND WE'RE REALLY PROUD OF WORKING WITH [INDISCERNIBLE].

>> GREAT EXPERIENCE AND THANK YOU, VERIZON.

>> SO COOL. FOR MORE INFORMATION ON THIS AWESOME PARTNERSHIP WILL BE LINKED IN TODAY'S STORY, INCLUDING AN EMPLOYEE ARTICLE.

BE SURE TO CHECK IT OUT AND LET

US KNOW WHO YOU'RE ROOTING FOR THIS HOCKEY SEASON.

ALL RIGHT, WELL, AS YOU KNOW I USUALLY HAVE MY WONDERFUL FRIEND RAQUEL HOSTING BY MY SIDE, BUT CLEARLY SHE'S NOT HERE TODAY.

AND IF YOU'RE WONDERING WHY, SHE

AND OUR VGS LEADER CRAIG SILLIMAN LEFT BEHIND A CLUE TO WHERE THEY'RE HEADED NEXT FOR OUR UP TO SPEED TOUR.

LET'S TAKE A LOOK!

>> RAQUEL, IT IS SO GREAT TO BE IN TEXAS WITH YOU YESTERDAY AND TODAY.

>> ABSOLUTELY, CRAIG.

WE HAVE A GREAT [INDISCERNIBLE] WITH YOUR TEAM HERE IN TEXAS, AND LOOK AT US, WE'RE AT ONE OF OUR BIGGEST DISTRIBUTION CENTERS.

SO AWESOME TO BE HERE.

>> WE'RE HERE IN LONE STAR, TEXAS.

THIS IS WHERE WE DO OUR FORWARD AND REVERSE LOGISTICS WITH OUR DEVICES THAT WE SHIP OUT TO MILLIONS OF CUSTOMERS AND GET BACK AGAIN.

SO WE HAVE A GREAT OPPORTUNITY AND GREAT TOUR TODAY.

IT'S BEEN A GREAT OVERALL TRIP, UH?

>> IT HAS.

LET'S TALK ABOUT BILLY BOB'S YESTERDAY, SOME [INDISCERNIBLE].

>> GREAT DINNER LAST NIGHT.

SO WE GOT TO WATCH SOME TEXAS TWO STEP.

BUT I GOT TO TELL YOU, RAQUEL, IF YOU LIKE THAT DANCING, I KNOW A PLACE WHERE THEY ALSO DO SOME VERY COOL BUT SOME VERY DIFFERENT DANCING.

YOU UP FOR JOINING ME THERE AS WELL?

>> ABSOLUTELY, CRAIG.

LET'S GO.

>> AWESOME.

>> YOU'RE GOING TO HAVE TO PACK BAGS FOR A LITTLE LONGER TRIP.

>> OKAY.

>> WHAT DO YOU SAY WE MEET THERE ON FEBRUARY 29TH?

>> I'M THERE.

>> WE'LL SEE YOU THEN.

>> SUPER EXCITING.

AND I'LL GIVE YOU ANOTHER CLUE,

RAQUEL'S ALREADY IN FLIGHT TO HER DESTINATION.

WHERE'S SHE HEADING?

YOU'LL HAVE TO FIND OUT BY TUNING IN ON THE 29TH.
WELL, BEFORE WE GO I DO WANT TO GIVE YOU ONE LAST REMINDER THAT
TODAY AT 1:00 P.M. EASTERN TIME WE'LL BE HAVING OUR MARQUEE
BLACK HISTORY MONTH EVENT HAPPENING LIVE IN THE AUDITORIUM
HERE IN BASKING RIDGE.
AND IF YOU'RE NOT IN BASKING RIDGE, HOPEFULLY YOU'RE AT ONE
OF OUR WATCH PARTIES AT OUR HUB LOCATIONS.
BUT IF YOU'RE NOT, DON'T WORRY, YOU CAN JOIN THE FUN VIRTUALLY.
THERE'S A DIRECT LINK TO THE
WEBCAST ON OUR INSIDE VERIZON INTRANET.
WITH THAT - THANKS SO MUCH FOR JOINING US TODAY, STAY SAFE!
AND UNTIL NEXT TIME - YOU'RE UP TO SPEED.