

VERIZON
UP TO SPEED LIVE
April 18, 2024 12:00 PM ET

>> HELLO, EVERYONE.

HAPPY THURSDAY!

LET'S HAVE A ROUND OF APPLAUSE.

SO EXCITED EVERYONE IS HAPPY TO GET ALL OF THE NEWS BEFORE WE JUMP TO THE END OF THE WEEK. TODAY'S SHOW WE HAVE A LOT TO EARN, MORE ON HOW YOU CAN MAKE OUR EARTH GREENER WITH EARTH DAY EVENTS TO EXCITING NEWS ABOUT OUR NEW DISNEY BUNDLE PROMO. BUT FIRST, LET'S TALK ABOUT NUMBERS. ANYONE A NUMBERS PERSON? WELL TODAY, WE'RE GOING TO KNOW THE DATA ANALYTICS TEAM, MANY OF WHOM ARE SITTING BEHIND ME.

SO HAPPY TO HAVE THEM HERE WITH US TODAY.

BUT LET'S NOW WELCOME DATA AND ANALYTICS LEADER, BRIAN DANFIELD.

HELLO, BRIAN!

>> HOW ARE YOU? GOOD TO SEE YOU.

>> GOOD TO SEE YOU. I AM SO EXCITED THAT WE FINALLY GOT YOU ON "UP TO SPEED" AND FINALLY CHATTING. I AM NOT A NUMBERS PERSON SO I NEED YOU TO TELL ME, HELP ME OUT HERE. HOW DOES DATA, HOW DO WE USE DATA AT VERIZON? HOW DOES IT HELP US INFORM OUR DECISIONS?

>> SUCH A GREAT QUESTION, AND RAQUEL'S RIGHT.

NORMALLY I STAY OFF THE CAMERA BUT THIS IS SUCH AN IMPORTANT TOPIC BUT I THOUGHT IT WAS IMPORTANT WE TALK ABOUT IT AND BROUGHT FRIENDS ACROSS THE BUSINESS WHO DO DATA AND ANALYTICS ALL OF YOU.

DATA IS INFORMATION AND AT VERIZON WE HAVE SUCH AMAZING DATA AND LARGE AMOUNTS OF IT, NETWORK DATA, CUSTOMER DATA, SUPPLY CHAIN DATA, FINANCIAL DATA, YOU NAME IT.

AND WE HAVE A REAL RESPONSIBILITY TO TAKE CARE OF THAT DATA, PRIVACY, SECURITY, GOVERNANCE ALL OF THOSE THINGS, AND THE OTHER PIECE IS, MUCH LIKE OTHER PARTS OF OUR COMPANY, IT'S GROWN UP IN SILOS, SO WE'RE VERY FOCUSED ON HARNESSING THE ENTIRE DATA SET SO WE CAN LINK THE ENTIRE CUSTOMER JOURNEY FROM WHERE THEY START AND HOW THEY USE THE NETWORK ALL THE WAY THROUGH TO THE FINANCIALS, SO IT'S A VERY EXCITING TIME TO CONNECT THAT INFORMATION. BUT INFORMATION IS JUST THAT. IT'S JUST FACTS.

SO HOW DO YOU MAKE IT MATTER?

THAT'S WHERE ANALYTICS COMES IN.

WHEN YOU THINK ABOUT HOW DO I PROVIDE INSIGHTS THAT HELP SHAPE DECISIONS OF THE BUSINESS?

SO YOU KNOW, USING SOME OF THE TECHNICAL TERMS FROM DESCRIPTIVE TO PRESCRIPTIVE.

WHAT DOES THAT MEAN?

KNOWING WHAT HAPPENED, KNOWING WHAT IS HAPPENING WITH GREAT ACCURACY AND WHY, AND THEN BEING ABLE TO SAY, WHAT'S PREDICTIVE AND PRESCRIPTIVE?

WHAT COULD OR SHOULD HAPPEN NEXT WITH THE SAME KIND OF ACCURACY AND INTENT? THAT WILL FUEL DATA TO INSIGHT TO ACTION, WHICH WILL DRIVE OUR RESULTS.

>> I LOVE THAT, DATA TO INSIGHT TO ACTION.

>> AND YOU KNOW, ONE OTHER PIECE IF I COULD ADD, IMAGINE YOU DO ALL OF THAT, AND YOU PRESENT IT IN A WAY IN A SIMPLE SINGLE PANE OF GLASS WHERE EVERYONE HAS ACCESS TO, YOU GET THE SINGLE SOURCE OF TRUTH AND WE CAN ALL

ACT ON THE SAME INFORMATION.

VERY POWERFUL.

>> THAT'S NICE.

BUT IS IT IMPORTANT TO HAVE ALL THE INFORMATION, YOU TELL US HOW WE GET FROM DATA INSIGHT, ACTION, WHAT IS IT, HOW IS IT TELLING THE STORY AND WHY IS IT IMPORTANT?

>> BUILDING ON THE DAY TAX THE INSIGHT TO ACTION, THE OTHER THING IS, I'M SURE EVERYONE'S HEARD ABOUT AI, RIGHT?

>> YES.

>> BIG RIGHT NOW.

AND AI'S BEEN AROUND A VERY LONG TIME.

WE COULD TALK ABOUT THAT IN A SEPARATE CONVERSATION BUT GEN AI IS REALLY IN THE NEWS EVERYWHERE.

THIS AI TRANSFORMATION THAT'S TALKED ABOUT IS REALLY A DATA TRANSFORMATION, BECAUSE THE INFORMATION THAT YOU GET OUT OF WHETHER IT'S ADVANCED ANALYTICS MODELS WITH BUSINESS INTELLIGENCE, OR AI OR GEN AI IS ONLY AS GOOD AS THE DATA THAT YOU PUT IN, SO GETTING THAT DATA FOUNDATION SOLID SO THAT WE CAN ACCELERATE OUR WORK IN THAT AI SPACE TO IMPROVE THE CUSTOMER EXPERIENCE IS A KEY.

>> GOOD TO KNOW.

A LOT OF GREAT THINGS WE'RE LEARNING FROM YOU AND INSIGHTS.

THANK YOU FOR THAT, DATA 101.

BUT TELL US MORE ABOUT WHAT YOU AND THE TEAM HAVE BEEN WORKING ON.

WHAT DOES THAT LOOK LIKE?

>> SO THERE'S A LOT OF WORK GOING ON AND A COUPLE THINGS I WOULD SAY.

WE'RE WORKING ON OUR FUTURE.

WE HAVE A STRATEGY CALLED ONE VERIZON DATA WHICH IS INTENDED TO DO THE VERY THING THAT I WAS TALKING ABOUT, BRING ALL THIS INFORMATION TOGETHER, CHANGE OUR WORKING MODEL, AND HOW WE APPROACH THE DATA TO MAKE BETTER DECISIONS, TO IMPROVE OUR RESULTS.

THAT'S ONE PIECE.

TWO, WE'RE WORKING REALTIME WITH HOW ADVANCED ANALYTICS, IMPACT ANALYTICS, BENCHMARKING BECAUSE WE HAVE A TON OF REALLY SMART PEOPLE DOING AMAZING THINGS ACROSS THE COMPANY IN DATA AND ANALYTICS AND HOW DO WE HARNESS THAT AND TO DO THAT, WE BROUGHT LEADERS FROM ALL ACROSS THE BUSINESS WORKING ON ANALYTICS AS ONE VERIZON TEAM IN OUR DATA SUMMIT, WHICH AGAIN THE TEAM IS BEHIND ME HERE NOW.

>> WOO!

>> AND THEY'VE BEEN SHARING --

[APPLAUSE]

THEY'VE BEEN SHARING THE WORK THAT THEY ARE DOING TO HELP ADVANCEMENT OF OUR STRATEGY, BUT ALSO TO HELP EACH OTHER IN THE SHORT-TERM TO TAKE BEST ADVANTAGE OF DATA AND ANALYTICS TO IMPROVE OUR RESULTS.

>> THAT'S GREAT.

SO HAPPY TO HAVE YOU ALL HERE IN THE AUDIENCE.

CAN'T WAIT TO CHAT WITH YOU AFTER TO LEARN MORE ABOUT THAT.

FOLKS WHO ARE WATCHING, FOR OTHER PEOPLE IN THE AUDIENCE, YOU MAY NOT BE ON THE TEAM, HOW DO THEY LEARN MORE ABOUT DATA?

>> SO LUCKILY, AS WE TALKED ABOUT, THERE'S GREAT LEADERS ACROSS THE BUSINESS AND THOSE CONTACTS ARE STILL AVAILABLE FOR YOU.

WHAT WE WANT TO DO IS MAKE IT EASY ALSO TO CONNECT ALL OF THAT.

SO WE'RE LAUNCHING A NEW WEBSITE, VZWEB.VERIZON.COM/DATA TO HELP THEN
CONNECT THE ENTIRE COMMUTE ACROSS VERIZON AS IT RELATES TO DATA AND
ANALYTICS.

IF YOU DON'T KNOW WHERE TO GO, YOU HAVE A QUESTION, GO HERE, WE'LL GET
YOU TO THE RIGHT PLACE.

>> IT WILL BE IN "TODAY'S STORY" AS WELL SO FOLKS CAN GET A LINK THERE
AS WELL

>> AWESOME.

>> BRIAN, MAYBE I'M A LITTLE BETTER.

I'M LEANING TOWARDS NUMBERS NOW A LITTLE MORE.

I'LL CHECK OUT THE WEBSITE.

>> REMEMBER, DATA IS FUEL FOR THE ENGINE.

>> OOH, I LIKE THAT, THAT WAS NICE.

>> GOOD.

>> THANK YOU SO MUCH, BRIAN.

>> THANK YOU VERY MUCH.

[APPLAUSE]

>> ALRIGHT.

WELL, FROM THE NUMBERS THAT HELP US WITH DECISION-MAKING TO

NUMBERS THAT DEFINE HOW WE SHOW UP FOR OUR COMMUNITIES,

LET'S CHECK IN WITH WHERE WE'RE AT FOR GLOBAL VOLUNTEER MONTH.

SO FAR, MORE THAN 12,000 V TEAMERS HAVE COMMITTED 23,000 HOURS TO

MEANINGFUL EVENTS AND CAUSES ON THE CITIZEN VERIZON VOLUNTEERS PORTAL.

THERE ARE TWO WEEKS LEFT FOR YOU TO SEIZE THE HOUR IN CELEBRATION.

AND WHEN YOU DO, THERE'S SOMETHING IN IT FOR YOU, TOO.

V TEAMERS WHO COMMIT THEIR FIRST

HOUR, FOUR OR MORE HOURS, OR EIGHT OR MORE HOURS IN APRIL

WILL ALL BE ENTERED TO WIN ONE OF THESE AWESOME SWAG PACKS.

AS YOU CAN SEE HERE, LOOK REALLY COOL, SO MAKE SURE YOU GET SOME TIME IN TO VOLUNTEER.

AND WHILE YOU DO THAT, DON'T FORGET THAT EARTH DAY IS ON MONDAY, APRIL 22ND.

THERE ARE A VARIETY OF WAYS YOU CAN PARTICIPATE INCLUDING

JOINING A DIGITAL CLEAN-UP TO REDUCE CARBON EMISSIONS.

AND IF YOU'RE UP FOR THE CHALLENGE, ALWAYS LOVE A GOOD CHALLENGE, TRY COMMITTING TO ONE OF THIS YEAR'S EARTH DAY GREEN CHALLENGES.

FIVE TREES WILL BE PLANTED FOR EACH CHALLENGE THAT YOU ACCEPT.

FOR MORE INFORMATION ON HOW TO SEIZE THE HOUR FOR GLOBAL

VOLUNTEER MONTH AND WHAT YOU CAN DO TO MAKE OUR EARTH GREENER

CHECK OUT "TODAY'S STORY." LINKEDIN AWARD SPEAKING OF

MAKING AN IMPACT, DID YOU HEAR THAT WE HAVE BEEN NAMED ONE OF LINKEDIN'S TOP COMPANIES OF 2024?

RANKED IN EIGHTH PLACE, WE ARE IN COMPANY WITH A LIST OF

HONOREES THAT VALUE AND INVEST IN THE EMPLOYEE EXPERIENCE.

[APPLAUSE]

YES, THAT DESERVES A ROUND OF APPLAUSE.

IN FACT, "UP TO SPEED" WAS LISTED AS ONE OF THE WAYS WE DO THAT.

COOL, RIGHT?

A BIG SHOUT OUT TO THE V TEAM ON THIS AWESOME ACHIEVEMENT!

ALRIGHT, NOW LET'S TURN TO A WAY YOU CAN SAVE NEARLY \$115 ON YOUR FAVORITE STREAMING SERVICES.

DISNEY+, HULU AND ESPN+ FANS, THIS IS FOR YOU!

WITH SO MUCH GREAT CONTENT ON EACH OF THESE STREAMING SERVICES THERE'S NO DOUBT THAT FIND SOME OF YOUR FAVORITES.

TAKE IT FROM ADI WHO ALREADY HAS A MOVIE IN MIND.

>> IT'S ME, HI.

STARTING APRIL 18TH, NEW AND EXISTING VERIZON MYPLAN CUSTOMERS CAN UNLOCK EVEN MORE SAVINGS WITH SIX MONTHS OF THE DISNEY BUNDLE MYPLAN PERK WHICH INCLUDES DISNEY+, HULU AND ESPN+ ON US WHEN SWITCHING TO SELECT UNLIMITED PLANS.

I THINK IT'S SAFE TO SAY THAT I'M PRETTY ENCHANTED BY THIS DEAL. I MEAN, TAKE A LOOK AT MY SHIRT.

YOU KNOW WHAT I'LL BE WATCHING ON DISNEY+, AND THAT IS BECAUSE I'M IN MY DISNEY BUNDLE ERA, AND YOU SHOULD BE, TOO.

BACK TO YOU, RAQUEL.

>> ALRIGHT, THANKS, ADI.

I THINK I HAVE A GOOD IDEA OF WHAT YOU MIGHT BE TUNING IN TO. V TEAM, MAKE SURE TO GET IN ON THIS DEAL THAT YOU CAN'T GET ANYWHERE ELSE WHEN SWITCHING TO SELECT PLANS.

WITH DEALS LIKE THIS, VERIZON IS LEADING THE ENTIRE INDUSTRY IN GIVING CUSTOMERS AMAZING SERVICES AND EVEN BETTER SAVINGS.

WE'LL ADD THE LINKS TO TODAY'S STORY FOR MORE INFORMATION.

I HOPE EVERYONE HAS A GREAT REST OF YOUR WEEK.

I'M LOOKING FORWARD TO SEEING YOU HERE IN BASKING RIDGE OR AT

A WATCH PARTY ON MONDAY FOR OUR FIRST QUARTER RESULTS WEBCAST AT 12:00 P.M. EASTERN. LIKE I SAID LAST WEEK, WE'RE DOING A COUPLE OF THINGS DIFFERENTLY THIS QUARTER SO I'D LOVE FOR YOU TO CHECK IT OUT. THAT'S ALL FOR TODAY, THANKS FOR TAKING SOME TIME WITH US THIS THURSDAY. UNTIL NEXT TIME, YOU'RE "UP TO SPEED"!