

VERIZON
UP TO SPEED LIVE
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>> JEN MARIN: Hey, V Team, oh, my goodness what an amazing audience we have here today on this Tuesday, May 28th. Thank you so much for joining us for Up to Speed Live. We have got a special show for you today and it is centered around our most important asset at Verizon, we talk about them all the time, our customers. Team, as you know, our customers count on us every day to help keep them connected to the things and people they care about the most. And what we care about the most is the experience they have with us. So today we brought some guests to talk about how we at Verizon are thinking about customer experience and using advanced technology to turn our customers into our biggest fans. But before I welcome our guests let's take a look at a video that's going to really help set the tone for this conversation.

>> Our vision of transforming connectivity is more than simply connecting everyone and everything. We are the architects of a smarter more connected more human world. Every interaction and opportunity. Every connection a story. And it starts here. With every one of us. And the power of one interaction to change everything. It's a call to a customer success rep. A chat session resolving a nagging technical issue. A face-to-face with a Retail Specialist or a much needed upgrade or the feeling it brings when a Verizon logo is in sight.

[MUSIC PLAYS].

>> These are the moments that matter. Because they are more than customers. They are part of our family. We are the heartbeat of human connection. And together, we won't just imagine a better future.

We'll create one.

[MUSIC PLAYS].

>> JEN MARIN: Awesome, the power of one interaction.
It's what it takes to change everything.

[APPLAUSE].

>> JEN MARIN: All right.

Well as I mentioned at the top of the show I do have some special guests here today so without further ado please help me welcome some of the members of teams that partner across Verizon consumer to make our customers feel seen heard and valued every single day Brian Higgins Dory Butler and Vivek Gurumurthy thank you so much for being here today.

>> Happy to be here.

>> JEN MARIN: Absolutely.

Now Brian first question is for you, can you tell me, what is our approach to customer experience at Verizon consumer.

>> BRIAN HIGGINS: Yeah I think if you take a look at the video we just went through it captures the power of every interaction we have and that's human connection that's the way we think about it and just to give you some stats to take a look at that I think are interesting it all starts off with the network as always like in a given day we'll process hundreds of petabytes which is a million gigs which is a lot of data we'll do over 50 million calls we have to transmit as well and you've got to get every one of those interactions correct every single time that's critically important.

Then if you look at our channels that we have and where we interact with customers we have hundreds and thousands of customers coming into our stores, hundreds of thousands calling into our Call Centers.

Then on digital, as well it's over 5 million every single day.

So you have a ton of interactions that are coming across.

And for us we look at every single one of those every single day and that's kind of the focus that we have.

From an approach standpoint we have kind of three main areas that we focus in on.

The first is on the pain points we take a look at five critical journeys that we have across Verizon.

This is how the customers interact with us.

And we identify areas where we think we could improve the overall experience.

So it starts off there.

Second area is around digital, digital as I mentioned has over 5 million interactions per day that's over 2 billion a year so it's a ton.

And to give you another stat roughly about 90% of the customers that come in for any kind of service transaction start off as digital, digital is another focus area for us we want to make sure we get it right given the high volume that's there and the third area is what we call signature experiences these are unique to your Verizon membership when you're a Verizon subscriber there are certain things we provide no other carrier can provide we focus on those and building new ones for our customers.

Those are the three main areas.

Then as far as like the tools we leverage, AI is one of the big ones.

Everyone talks about AI all the time.

That's a hot topic.

But we focus in on making sure that we're the No. 1 applied AI company.

What that really means is we leverage all the tools that we have.

So that machines can do what machines do best which is kind of focus on data and humans can do what they do best which is that human connection we just saw on the prior video.

>> JEN MARIN: Wow that's amazing I love all of that that's fantastic so now let me turn to Dory who actually leads sales and service experiences across all consumer channels so Dory can you break down why all of these efforts are so important.

>> DORY BUTLER: It's greatly important it matters to our customers, it matters to our frontline it really matters to our business our bottom line if we get it right and do it in the right way we'll see change to our Net Promoter Score, to our retention rates and our revenue the good news is we're already start to see real progress here across customer engagement and customer satisfaction across all channels but what really matters to us most and what's really most valuable to us is we're building relationships with our customers and we're improving experiences for our employees.

>> JEN MARIN: Absolutely that brings me to the next point, Brian, with employee experience, it's so, so important so with the rise of AI, how are we empowering the frontline with these AI tools, what are we helping them with.

>> BRIAN HIGGINS: Yeah so I mean we look at how you can leverage anything for the employees it's the small things and the big things small things

are like policy changes that you can make, process changes then there are the big things like AI.

And we had a number of recent announcements we had on new products and tools that were rolled out probably the most interesting one right now is what we call our Personal Research Assistant just to give you a little background we have taken essentially 10,000 knowledge-based articles that please have to go through today to try to find answers embed those or pull them into a conversation at AI model basically what that's done is allows our employees now to go in and ask simple questions, and get back simple answers it's been rolled out to all of our customer care representatives it's a focus on our side to make sure we're providing tools that make the employees' lives simpler and easier we want to lower the cognitive load employees have so it's easier to interact with customers as well as that's just a start we've been with AI for a number of years we have new tools we're rolling out that's just one example and we'll have more coming.

>> JEN MARIN: That's great getting the focus so they can focus building connections with customers that's what -- what we are known for I love that. With AI is this a new thing for Verizon.

>> BRIAN HIGGINS: No, definitely not if I think about everything we've done a good example will be personalization so when you go into the stores or Call Centers or onto Dotcom, you may not realize but everything is actually tailored for you the customer we call it Segment of Me we've been working on that strategy for many, many years it's actually a real advantage we have that one example.

Because as we've seen companies talk about their AI strategy while they are starting right now we've been working on it for a number of years.

What that means is when we have new launches, new products that come out, it's ones we've been building through internal tools and also with partners for many, many years.

And that's why we're saying that this is just the start you'll see more capabilities coming out very soon.

>> JEN MARIN: That's amazing look we've been using it for so long everyone else is getting started.

>> BRIAN HIGGINS: Huge advantage.

>> JEN MARIN: We're ahead of the game I absolutely love that now Vivek I have a question for you with so much advancement in the use of AI as we're hearing here from Brian what are some of the other tools maybe some of those AI platforms that we're giving to better give our customers the best experience

possible.

>> VIVEK GURUMURTHY: Look, like Brian said, AI is not new we've been doing this for a while now so we have always had the ability to bring AI into our experiences both on digital and in the channels wherever we go.

But what happened a few years back when we started investing in the North Star architecture we made it modular made it easy to build our own solutions or bring any third party or best-in-class so we kept our options open that's really helped us because a lot of the personalization models Brian talked about are built by our own teams in AI&D we have them ready to do the models and process data but at the same time if you take the life of the call for any customer calling for customer service every step of the way is AI helped or AI assisted I would say.

Be it from the translation of the customer intent to matching the intent to the right rep.

Or to even continuing a whole conversation dynamically getting the sentiment and creating the whole generative AI models everything.

That whole thing is a best-in-class solution we got from the industry.

So the whole thing started a few years back with Contact Center AI we got from Google.

We wanted to build on top of it so we got that.

We created an industry-first solution with Google partner and Google said without us they wouldn't have had the solution so to Brian's point we want to lead the industry in AI then we built Search now that really helped us to take generative AI to the market probably the first in the market in the entire world to take generative AI to the field and help our reps do better so from assistance perspective the way we thought about it is give us optionality and flexibility and build on top of what we have so we can go to the market quickly at the end of the day this is such an evolving space unless we keep our options open we'll get boxed in and that's how we want to keep our strategy going forward.

>> JEN MARIN: Yeah, super, super important.

I just want to thank you all so much for sharing all of these insights I'm sure the V Team appreciates so much hearing these highlights these advancements the things we're working towards I love it.

Thank you so much.

You know something else to take away from this and I think how we started it never underestimate the power of every single interaction that we have and that's what we're trying to do here give all our customers the best possible experience with us.

And that's only possible because of the incredible work that every V Teamer does and also everyone on your team.

So thank you so much for being here.

And sharing this with us.

We can't wait to have you back here to share more updates and more insights.

>> Great appreciate the time.

>> JEN MARIN: Of course.

Absolutely.

[APPLAUSE].

>> JEN MARIN: All right.

Fantastic.

Yep, definitely never, never underestimate the power of every interaction, V Team.

We really appreciate everything that you guys do for our customers every day.

All right.

Now to some pretty cool network news.

As you may know over the weekend racing fans enjoyed the 108th running of the Indianapolis 500 at the famed Indianapolis Motor Speedway or IMS for short.

And thanks to Verizon they experienced the very best connectivity with data usage up 12.5% from the previous year.

But that's not all.

We also upgraded the 5G network this year nearly doubling the number of C-band nodes bringing the total to 71.

Besides the historic race and track IMS is incredibly unique featuring a permanent seating capacity of get this more than 250,000 that's the highest capacity sports venue in the world.

The team at IMS has partnered with Verizon for years now to provide connectivity to race fans.

And with Verizon's 5G Ultra Wideband it's not just the fans that reap the benefits.

Race teams, and venue operations leverage our reliable, high speed network to enhance the way they perform on the track and better serve the 300,000 plus people who descend upon IMS but just don't take that from me.

Verizon Business has officially launched a new video with the folks at Indianapolis Motor Speedway to talk about the impact of 5G.

The power of partnership and how together, Verizon and IMS are changing the game forays fans today and for years to come.

Let's check it out.

[Cheers and applause].

>> There's no other racetrack on the face of the planet that's been in existence as long as we have.

Nobody has the history and all the innovation that the Indianapolis Motor Speedway has.

>> I think the biggest challenge for us as a business is really being true to what makes us special which is our tradition.

But also being nimble enough to adopt new technology.

Think about who our competitors have said it's not just motorsports it's all sorts of experiences you also have to compete against new venues and technology offered in those Verizon Business actually helps us think through how to solve problems.

>> They know our business.

They know our facility.

5G Ultra Wideband has really opened the doors for us to enhance the fan experience.

>> So how do we make sure we give them something that makes them want to buy a ticket -- once they buy a ticket we have to deliver and exceed the customers' expectations that includes streaming.

That includes engaging on the app.

How are the gates backing up.

How do we know where our concession stands need more food.

Verizon was the right partner to help us get that done.

>> As a driver, technology plays a huge part in how to go far.

>> I can see why you're faster into a corner and slower out.

>> All of that real-time data is coming together.

In milliseconds.

It could make all the difference in whether you're podium or not.

Verizon 5G Ultra Wideband really does make all of the things that are happening at the track more seamless, more efficient.

>> That's why Verizon has been an unbelievable partner for us.

>> We can't have an event without all of the technology that Verizon Business brings to us.

>> We want to make sure that the next generation is coming to the Indianapolis 500 with their families and the legacy carries on.

[MUSIC PLAYS].

>> JEN MARIN: Wow, I mean, a round of applause for that.

[APPLAUSE].

>> JEN MARIN: Look at all of the amazing work we're doing there today. Everything we shared here today with Brian, Dory, Vivek and just such exciting things just to get the week started on a Tuesday.

But just the right amount of energy.

I love it.

Thank you all so much for joining us here today now it is time to close out the show since I have my wonderful guests here I figured they would help me with the sign-off and we have a beautiful audience so if you want to help us as well I'm thinking I'm going to do until next time and then you three lovely people and all of you will say you're Up to Speed.

You guys got it.

All right.

We got to blow it away.

This has to be the loudest sign-off in history.

Let's do it.

Until next time.

>> You're up to speed.

>> All right.

[APPLAUSE].

[MUSIC PLAYS].