

# Raising The Bar

Across the industry, customer service  
hasn't evolved the way it should.

That's why at Verizon, we've taken a different  
path — one built entirely around you.

We're creating an experience to  
deliver something better:  
support that's faster, easier, smarter.

Here's what that looks like, and  
we're the only ones doing it:

New 24/7 access to the industry's top reps.

New seamless digital onboarding from day one.

A new, industry-leading app designed just for you.

A new next-gen AI assistant for instant, accurate answers.

New Customer Champions who stick with  
your issue until it's resolved — only from us.

And now, America's largest  
retail network, so we're always close.

It's not just better service — we are setting  
a new standard, beginning today.

You're not a customer number or a case file.

**You're the reason we're here.**

And we're building an experience that will earn  
your trust, every single day. If we ever fall short —  
I want to hear about it, so we can get better.

Email me directly at [s.sampath@verizon.com](mailto:s.sampath@verizon.com)

A stylized, handwritten signature in black ink that reads "Sampath". The signature is fluid and cursive, with a large initial 'S'.

– Sowmyanarayan Sampath  
Chief Executive Officer, Verizon Consumer

The Verizon logo, consisting of the word "verizon" in a bold, lowercase, sans-serif font. The 'v' is red, and the 'erizon' is black.