

Deliver the digital experience everyone wants.

Digital Experience Advisory Services

If you're not offering the latest, most popular digital channels to connect with audiences across your business, your brand risks falling behind the competition. To effectively engage customers, employees and partners, you need to deliver a rich and relevant digital experience. And to do digital better than your competitors, it's critical to combine how you transform your digital experience with ways to achieve operational excellence.

With so many emerging initiatives, channels and technology solutions, how can you create a meaningful digital experience everyone will come back to again and again? Our Digital Experience Advisory Services can help you quickly bring your innovations to market and build highly personalized and engaging digital experiences for any audience. No matter where you are in your digital transformation, we can partner with you to take the complexity out of creating new and compelling digital experiences or improving the ones you already have.

Focus on your business, while we help you do digital better.

In today's fast-moving digital world, if you're not keeping up with the exponential changes and technological advances that are happening, your digital experience may appear to be missing entirely. But you have a business to run. Our experts have a track record of helping businesses like yours connect people, processes and things. This experience can make the difference in helping you stay ahead of digital progress and to build the best, most relevant digital experiences for your customers.

To start, we'll put our active listening to work, so we can validate the areas of focus from your point of view. We work with you to confirm customer sentiment around what improvements need to be made. We can take you from an innovative concept to a working prototype quickly with proven frameworks, methodologies and points

of view. Our Digital Experience Advisory Services can help you achieve success in:

- **Business model validation.** Match the proposed changes to key success measures.
- **Technology validation.** Determine if existing technology will support the new experiences or if additional technology is needed.
- **Customer sentiment evaluation.** Measure how customers feel about interacting with your brand channels currently and with proposed changes.
- **Analytics, marketing and advertising.** Analyze the market conditions, customer churn and propensity to buy, and notify your customers to try your new digital experience when changes are made.

Of course, we'll easily recognize the ways you're already doing digital well. So, we won't start from scratch. Also, we see digital experiences through the view of hyper-connected customers. This gives us a unique perspective and provides you with a valuable advantage that comes from our expertise in providing network, security and communication solutions to thousands of businesses in every industry.

We've done it for ourselves and many others.

The technologies and processes we can help you implement are some of the same ones we used to transform our own digital experience. We did it for our own stores. We enabled location-based technology and services to better connect with our customers. We also remade our call centers and field force, implemented mobile points of sale and gave field technicians mobile tools. All this change was powered by analytics that helped us understand our customer. And our lean Six Sigma process made it quick and repeatable. Want to do the same for your organization? Let's get started.

Learn more:

Contact your Verizon business specialist to learn more about how Digital Experience Advisory Services can help you better innovate and navigate in our digital world.

