

# Building an exceptional customer experience.

**Customer experience designers help you visualize the journey.**



**We believe loyalty is a trust you earn with your customers by first proving your loyalty to them. When you value people for who they are, and not merely for what they can do for you, you forge a trust that grows with every interaction.**

Your customers are the reason you are in business. They have a “Job to Be Done” and a choice of how to do that job – and who to do it with. Creating the best experience is an essential element to attracting and retaining customers.

## **Delivering powerful business outcomes.**

Verizon's Customer Experience Designers (CXD) help you to achieve your desired business outcomes by working “outside-in” – starting with your customers’ needs and partnering with you to design an effective, effortless journey that earns their loyalty and makes them advocates for your business. Powered by the full range of Verizon digital solutions you are already familiar with, our CXD services focus on the customer to help you:

- Create brand loyalty by improving end-to-end customer experience
- Increase market share by offering the right service experience for each customer
- Use voice of the customer (VOC) to improve customer retention
- Deliver seamless service solutions that span any channels customers choose

## **How we do it.**

Verizon's CXD experts are proven Thought Leaders in customer experience methods and tools. But more importantly, because we have put those methods into actual practice, we are DOING Leaders. We work side by side with you to co-create the right customer experience strategy that can differentiate your business from your competitors. Using multiple voice of the customer listening posts to understand the “moments that matter” for your customers, we document their journey and help you build the roadmap necessary to close the gaps between their expectations and your delivery. We help you establish customer listening, governance, and measurement practices that form the foundation of a customer-centric culture, creating long term value for your customers and for your business.

**To make a real difference, a CX professional needs to assemble collected VOC and other data in a persuasive story that creates genuine empathy among relevant stakeholders who shape the actual customer experience.**

**Cary Cusumano**  
Verizon Customer  
Experience Designer

## **The tools we bring.**

Our methods always begin with a deep understanding of your customers. We then work with you to outline the processes and technologies you'll need to meet your customers' needs in a way that produces measurable results for both your customers and your business:



### **Understand the Customer Experience**

- Voice of the Customer
- Customer Understanding & Insights
- Journey or Experience Mapping
- Moments of Truth
- Personas



### **Innovate for Impact**

- Improve Customer Engagement
- Connected customer experience
- Frictionless Service Model
- Customer identification



### **Measurable Value**

- Building a Case for Change
- Incremental Investment Roadmap
- Risk Mitigation
- Predictive Behavioral Analytics

Finally, we help you build this all on the firm foundation of a customer-centric culture, so critical to the success of your transformation.

## Ask the right questions.

Do we have a roadmap to create a compelling digital customer experience that fosters customer loyalty and market share growth?

What stages of our customers' journeys are the most memorable – either in a positive or negative way? How do we know?

How easy or difficult is it for our customers to continue the conversation when they move across channels?

Do they have to start the conversation over?

Have we considered how an integrated end-to-end digital customer experience can give us a competitive advantage?

**Take time to walk in your customers' shoes. Experience the solution or process you've created through your customer lens. Don't just implement a piece of technology or "innovative" idea because it's cool.**

**Erin Van Remortel**  
Verizon Customer  
Experience Designer



## Learn more:

<http://www.verizonenterprise.com/campaigns/unifiedcx/cxd>

## Why Verizon?

Customer experience design is a team sport and you need all the players on the field for the entire game. Finding a player who can partner with you in documenting your strategy is one thing. Finding one who can do that and continue partnering with you through the execution of that strategy is another. Verizon has the resources to collaborate with you in mapping out the journey you envision for customers and then putting into place the solutions – cloud services, collaboration tools, IoT solutions – that will bring your vision to life.