

# Define your brand with a great customer experience.

## Customer experience (CX) solutions

Delivering a superior customer experience (CX) is essential in today's business environment. After all, integrated CX solutions that are customer-centric – designed and executed with the customer's needs in mind – can boost satisfaction, retention, renewals and wallet share. Consider that:

- 55% of customers said they'd switch to a competitor for CX reasons
- 59% would abandon transactions that take too long
- 69% say honesty and transparency on data use are crucial to winning their trust
- 47% would return to a company that offers personalized, intuitive CX – even if a rival is cheaper

A stellar customer experience requires technology to help you build connections across multiple channels. Verizon offers CX insights and a breadth of digital solutions so you can discover critical trends, better serve your customers and meet their rising expectations.

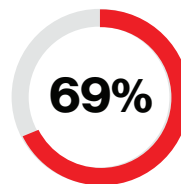
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### Personalize, simplify and enhance customer engagement.

Today's customers demand seamless, integrated, personalized and near-instant interactions with you. In this environment, your customers' loyalty is won by ensuring that they can accomplish what they need to as quickly and effortlessly as possible.

Improve your ability to listen to customers, analyze feedback and act on their needs with our CX solutions – including our cloud-based Virtual Contact Center; artificial intelligence (AI)-based Digital CX\*; and intelligent voice. Our solutions blend human and AI to allow your customers to easily get the help they need when, where and how they want it. You gain rich customer insights to engage with customers and empower your agents, while helping enhance the quality of customer interactions.

### Give your CX a secure footing.



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would avoid a company that has suffered a data breach, even if it offers a better deal than competitors.

Great CX should enable you to deliver fast, direct and highly personalized service without compromising private customer data – or your enterprise. That's why building a cybersecurity defense that evolves with the dynamic risk climate is invaluable. Only 7% of customers say they would continue to use a company if it suffered a high-profile data breach. Cybercriminals today are very enterprising and employ multiple tactics. They are exploiting the phone or voice channel that's perceived the easiest to infiltrate, in combination with multi-channel avenues. Verizon has developed CX solutions that can help you minimize these cybersecurity risks.

For example, with VoIP Inbound Anti-Fraud and Authentication\* (powered by Pindrop®), we provide network-integrated advanced fraud-detection and authentication tools. This allows you to examine call center anomalies associated with customers' behavior, phone numbers and devices as they engage with you. The ability to authenticate your customers also can help you deliver personalized interactions.

Verizon can also test your incident-response capabilities – so you can develop a robust plan to counter risks representing the greatest threat to your business.

### Tailor and speed transactions.

When customers share vast amounts of personal data with you, they expect you to act on it to provide responsive CX. Some 67% of customers cite discounts and promotions among the top three paybacks they expect in return for sharing their data. Implementing the CX innovations that help you analyze and manage data – and launch customer-focused products and

services like artificial intelligence and virtual reality – requires an intelligent network.

Verizon is leveraging IP technology to dynamically integrate information from the network and various other sources used during a customer interaction to provide such a seamless customer experience. Verizon's IP Contact Center (IPCC) is a major contributor to this strategy.

IPCC offers multiple originating calling options and number types, as well as terminating options including IPIVR (standard and premium) for contact centers. Additionally with IPCC, enterprise customers around the globe can take advantage of reporting and management tools, and advanced routing functions to help meet customer expectations.

## Design for the customer.



92% of customers won't share personal data with a company unless they know how it will be used

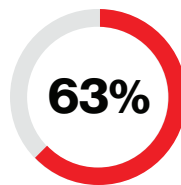
Loyalty is a trust you earn from your customers by first proving your loyalty to them. Only 8% of customers would share data with a company without needing to know in advance how it will be used. But when you value customers for who they are and not merely what they can do for you, you earn their trust and loyalty in return.

Verizon CX Design Services help you understand your customers' needs by analyzing the voice of customers and providing design solutions to close the gaps between their expectations and your service delivery. We'll help you create personas, map the customer journey, develop use cases, and document your strategy to design an effective, effortless experience that makes your customers advocates for your business.

The only way to be competitive is to compete on customer experience.

– Gordon Littley, Verizon Managing Director, Global CX Practice

## Are you ready to take your CX to the next level?



63% of consumers want to be able to switch between CX channels easily

Rely on a partner with 30+ years of contact center experience to help. We understand that customer interactions need to be more personal and intuitive in the modern marketplace. Networks seem to think for themselves. Assessment tools can sniff out risks. Let's work together to help you connect these moving parts, and create a winning CX.

## Learn more:

For insights and solutions to improve your CX, call your Verizon representative or visit us at [enterprise.verizon.com/cx](https://enterprise.verizon.com/cx)

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\* Not all services are available in all geographical areas. Contact your Verizon representative for more information.

All figures are from the Verizon report, "Winning the CX war: The risks and rewards of next-generation CX," and are based on online survey responses from 6,000 consumers in 15 countries, and qualitative interviews with CX experts. Longitude, a Financial Times Company, conducted the research.