

# How to Win in CX: Empowering Those Who Serve the Customer.

**iMedia Presentation**

**April 10, 2016**

**Domenico D'Ambrosio**

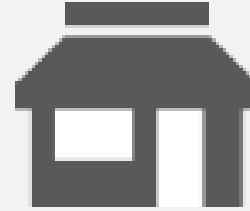


Confidential and proprietary materials for authorized Verizon personnel and outside agencies only.  
Use, disclosure or distribution of this material is not permitted to any unauthorized persons or third parties except by written agreement.

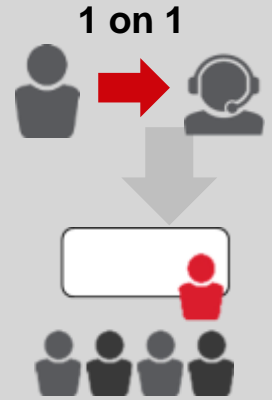
# Digital ... now.



# The ever changing face of retail



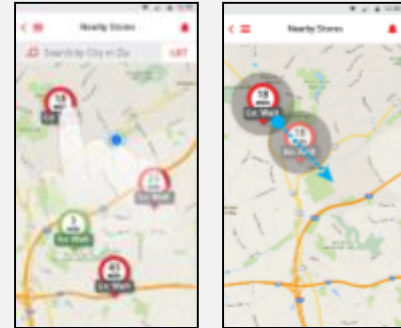
Stores



Education

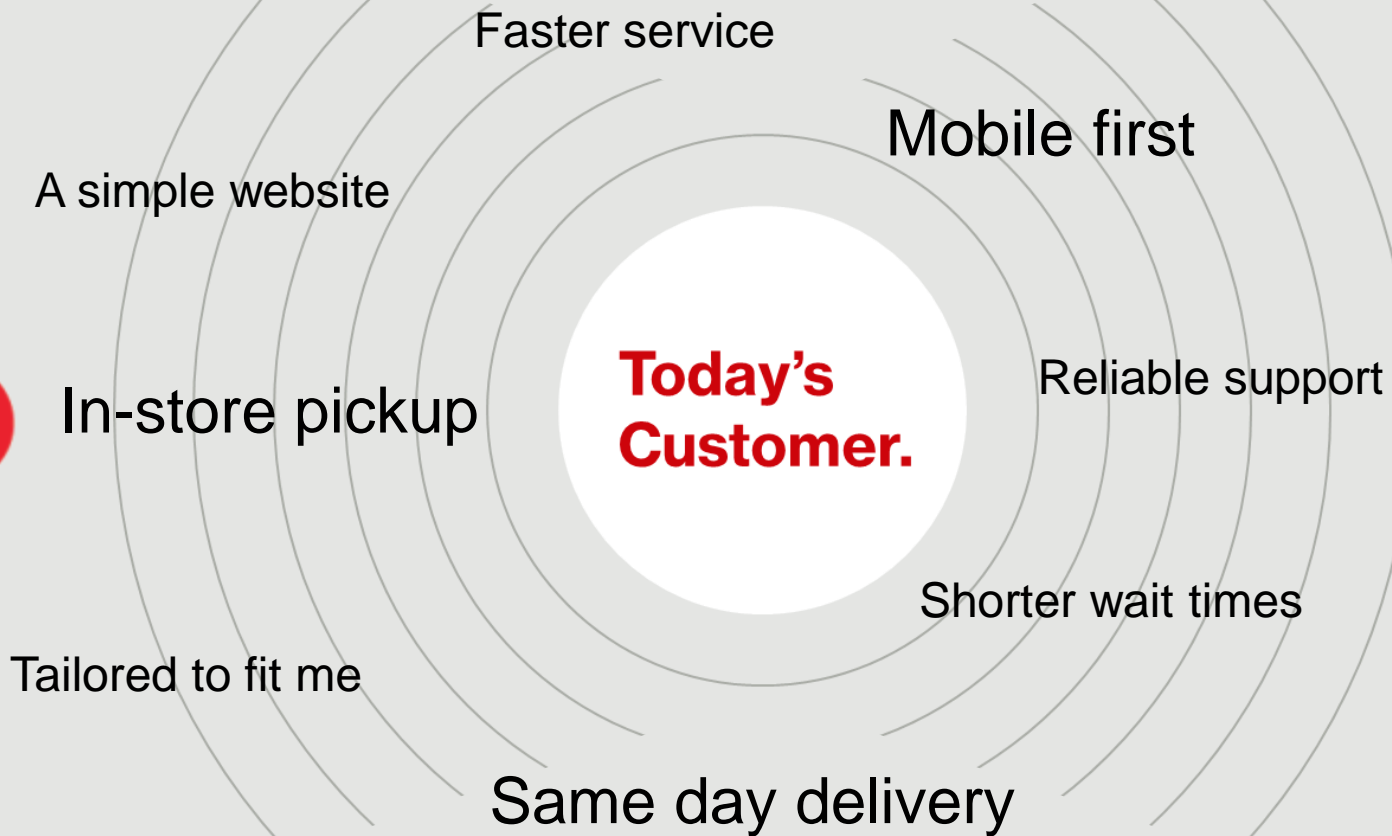


24 Hour Shipping



Wait Time Notification

## Defining the promise.



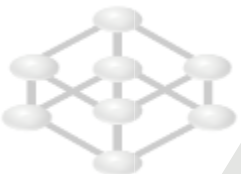
# Empower your team...

Anticipate what I want and how I want it.

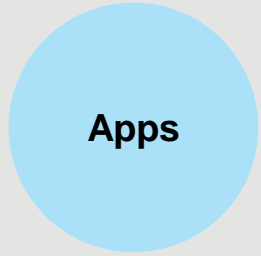
How fast can I have it?

Don't leave me standing here alone.

I only want to have to ask *once*.



Resource Architecture



## To deliver results...



**Less** calls back.

**Fluid & well-equipped** calls.

**Consistent** transactions and experiences.

Business to business **mobility**.

**Intuitive** digital sales transactions.

**And embrace the future.**



**Simply.**

**For me.**

**Reliably.**

**Thank you.**