Verizon Wireless, enabling better communications.

Wireless communications leader enhances customer experiences with dynamic video delivered using Adobe Experience Manager.

"With Adobe Experience Manager, we can easily optimize, manage, and deliver assets across desktop and mobile devices to drive customer engagement."

Chris Hansen, associate director of the digital design and development group, Internet sales operations, Verizon Wireless

SOLUTION

Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

16%
CONVERSION LIFT

INCREASING CONVERSION
Conversion increased by 16% on product pages featuring video

CONVENIENT SUPPORT
Using video in the help center empowered customers and reduced call center traffic

DYNAMIC ASSETS
By dynamically resizing assets, a single master asset can be reused across web pages and devices without extra costs

60%
SMALLER FILES

FILE OPTIMIZATION
File size was reduced more than 60% on average, decreasing load times on websites

Verizon Wireless

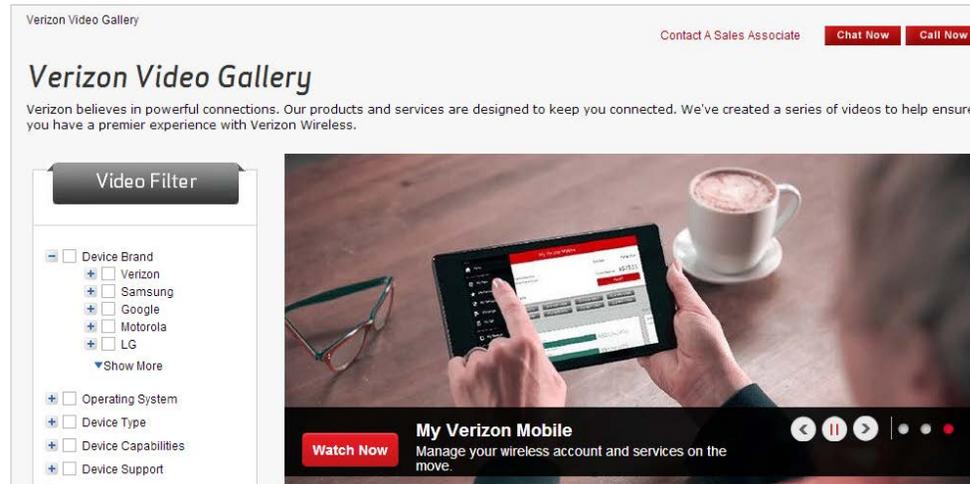Established in 2000

Employees: 72,000

Subscribers: 102.8 million

Basking Ridge, New Jersey

www.verizonwireless.com

CHALLENGES

· Improve customer experiences by empowering customers through self-servicing

· Drive engagement and boost conversion on digital channels

· Optimize assets used on multiple channels and devices

Connecting with customers online

With 102.8 million mobile subscribers and an extensive 4G LTE network, Verizon Wireless is more than just the largest mobile network operator in the United States. It is consistently ranked as one of the world's top brands and was recently named the fourth most valuable brand in the United States.

For Verizon, success comes from combining top technology and excellent customer service. With more customers on the web and mobile sites looking to shop, answer questions, or change services, Verizon decided to enhance customer experiences and deepen engagement by deploying video and dynamic media across these sites.

"We want to help customers reach their goals quickly and easily on our website—whether that means finding the right phone or changing their account information," says Chris Hansen, associate director of the digital design and development group, Internet sales operations at Verizon Wireless.

Verizon was already using Adobe Analytics and Adobe Target within Adobe Marketing Cloud to test and analyze web traffic. To further enhance experiences, the company decided to increase its use of Adobe Marketing Cloud solutions by adopting Adobe Experience Manager for its integration and powerful functionality. "With Adobe Experience Manager, we can easily optimize, manage, and deliver assets across desktop and mobile devices to drive customer engagement," says Hansen.

"Using video to support the help center, we're reducing call center traffic and costs. More importantly, we're empowering customers to solve issues quickly and conveniently."

Chris Hansen, associate director of the digital design and development group, Internet sales operations, Verizon Wireless

SOLUTION AT A GLANCE

· Adobe Marketing Cloud, including Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions.

Capabilities used include:

- · Dynamic media
- · Video
- · AB testing
- · Marketing reports and analytics

For more information
www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html

Lifting engagement and sales

Using video capabilities within Adobe Experience Manager, Verizon is adding video to sales, customer support, and branding. "We're delivering video at critical decision points—both before and after a consumer becomes a customer," explains Hansen. "Using Adobe Target, we tested video on the website and found it significantly boosted customer engagement."

Product pages feature video content describing the unique features of each phone while showing the phone in action from every angle. By presenting product details to customers through the more visual, informative format, Verizon achieved a 16% lift in conversion.

"Using video to support the help center, we're reducing call center traffic and costs," says Hansen. "More importantly, we're empowering customers to solve issues quickly and conveniently." For example, Verizon added a video showing customers how to change their billing address online. After watching the video, 75% of customers bypassed the call center to change the information themselves online.

One file, multiple views

Leveraging the dynamic media and digital asset management capabilities in Experience Manager, Verizon is reusing assets across multiple locations and multiple devices. Rather than processing the same image in multiple sizes, Experience Manager dynamic media and video capabilities dynamically resize images and deliver video for any screen.

"The dynamic media capabilities in Adobe Experience Manager are powerful," says Hansen. "We can generate thumbnails, zoomed images, and mobile-optimized views from a single master image, without spending extra time or resources." Responsive video players even display the same video across devices, eliminating the need for Verizon to create multiple versions of video files.

By using Experience Manager to optimize the delivery of its assets, Verizon has reduced file sizes by more than 60%, which enhances the online experience by decreasing load time. Verizon is already looking for new ways to serve customers better using Experience Manager, such as integrating profiles to dynamically deliver personalized media and offers.

"Adobe Marketing Cloud gives us the capabilities we need to accelerate time to market and give customers what they want," says Hansen. "By analyzing performance and applying those insights, we can optimize videos to guide our customers through every step of their online journeys."