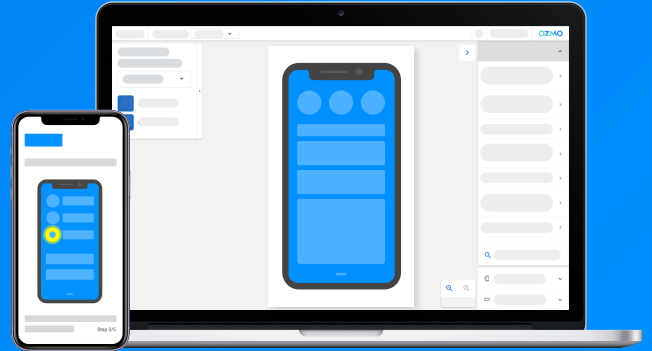




CASE STUDY

Verizon saves tens of millions of dollars each year with Ozmo

The Ozmo platform has become mission-critical to success for the nation's largest mobile operator.



Verizon boasts the strongest coverage and network reliability in the United States, receiving the title of “America’s #1 Network” for the sixth consecutive time in 2016.

With a stellar network like that, it’s no surprise that over 145 million subscribers choose Verizon as their mobile operator. America’s #1 Network requires premiere customer support to provide education, troubleshooting and assistance across all of its devices to ensure strong customer retention and satisfaction. **That’s where Ozmo comes in.**

As the largest carrier in the United States, Verizon trusts Ozmo to provide cutting edge device support solutions for both its agents and consumers. The annual cost saving Verizon receive from Ozmo’s platform speaks for itself.

\$100M

average annual
cost savings
with Ozmo

2K+

physical devices
cut each
year

13%

of all Verizon
calls use
Ozmo



Initial challenge

In 2012, Verizon began its partnership with Ozmo. At the time, Verizon was experiencing a need for improved support tools in its contact centers, as well as a desire to direct more customers to self-serve support. The partnership began with a discovery effort, in which Ozmo conducted detailed research to uncover opportunities for improvement. Through this research, Ozmo identified three major pain points:

- Lack of agent confidence due to inadequate device support tools
- High cost of maintaining physical device labs within Verizon contact centers
- Lack of intelligent self-serve options for consumers on the web

Ozmo solution



The initial launch of Ozmo's virtual device saw dramatic improvements in the contact center immediately. Agents now had access to a scalable, robust library of digital representations of physical devices. Ozmo's solution removed the need for thousands of physical devices to be purchased for contact centers, providing Verizon with **instant cost savings of millions of dollars per contact center**. Additionally, Verizon agents could now provide support with more confidence than ever before and solve complex issues with Ozmo's open-ended troubleshooting tools.

While agents were tackling more complex issues, customers also benefitted from the launch of Ozmo's self-serve products on Verizon's website. The interactive tutorial was launched on every support page to provide self-serve tools to Verizon customers tailored to their unique device. Within months consumers adopted these digital self-serve tools and Verizon saw **call deflection rates skyrocket**. This drove significant cost savings as customers were able to solve more issues on their own.



Tom's Guide review of Verizon customer support

The Interactive Tutorial "continues to be one of my favorite features, because it delivers an easy-to-understand, step-by-step visual representation of the function you want to access."



Program successes & key results

During the multi-year partnership, Verizon has come to rely on Ozmo as mission critical. Amongst its agents and customers, the frequent utilization and strong adoption of Ozmo's support platform has led to key successes for Verizon, including:

85%

call deflection rate with
Ozmo self-serve

\$1M+

saved per call center annually
by cutting physical devices

1.5M

calls use Ozmo for Agents
each month on average



Single source of answers

With Ozmo, Verizon has a truly **omni-channel support solution**. Regardless of where Verizon customers turn for support - over the phone, through chat, on the web, within their mobile application - the answers to their questions are powered by a single repository of Ozmo answers that are **always up-to-date and supported across the entire lifecycle** of a device or app.



Improved agent performance

Not only does Ozmo improve agent confidence in resolving support issues, but it also improves performance. With such strong adoption of Ozmo in Verizon call centers - 13% of all calls use Ozmo - these benefits are widespread. **Improved first contact resolution and decreased no-trouble-found returns** both drive significant cost reduction and increased customer satisfaction for Verizon.



Continuous innovation

Innovation is a key pillar of Ozmo's commitment to its customers. Verizon has been a primary driver and beneficiary of this. From the introduction of Ozmo's comprehensive agent platform, fully redesigned self-serve tools and API for enhanced answers delivery to the **future-facing innovative tech integrations and new customer touchpoints**, the partnership is **founded on innovation**.



Custom solutions

Ozmo supports many **custom Verizon apps**, such as MyVerizon and Verizon Cloud, to assist customers as they manage all of their unique Verizon services. Additionally, Ozmo supports an **expanding scope of devices**, such wearables and IoT devices, to provide Verizon customers with broad coverage across all devices, apps and services on the Verizon network.

Business unit expansion

Beyond expansion of Verizon's core program with Ozmo, additional Verizon business units have come to rely on Ozmo to support its offerings, including its consumer internet and TV line and its small and medium business VoIP solutions. These business units also benefit from Ozmo's up-to-date answers, continuous innovation and improved agent performance.



Looking ahead

Ozmo is committed to continuous improvement and constant innovation. The future of Verizon and Ozmo's relationship will be no exception. The two will form a beta testing program to encourage ongoing testing and iteration with Verizon support agents with the goal of relentless improvement and growth of Ozmo's answer set. Planned innovations include focused efforts in support automation to simplify the support experience for Verizon as an organization and to increase efficiencies in the contact center and beyond. Increased customization will provide an increasingly personalized support experience for Verizon customers.

Get in touch

Interested in learning more about how Ozmo's platform can cut costs while improving the customer experience for you?

Visit us at **ozmo.com** or contact us with any questions or to schedule a live demo of the Ozmo support platform.

newbiz@ozmo.com