

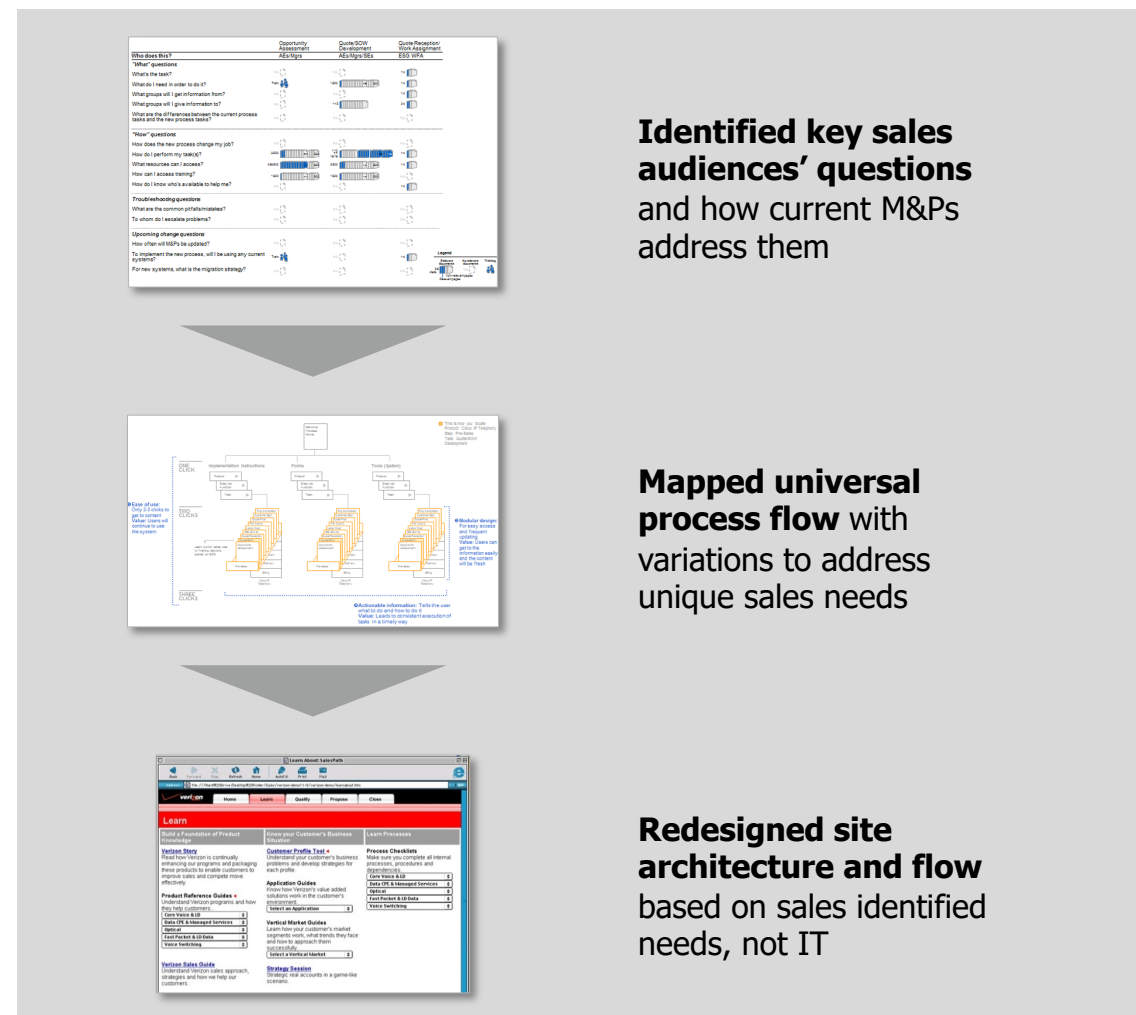
## Improving operational efficiencies to lower costs and improve customer experience

Verizon built numerous electronic methods and procedures (M&Ps) and an enterprise information system to support complex enterprise business sales and implementation, but did not get the return it expected. Weber came in to help find areas to improve operational efficiencies, find cost savings and improve the varying sales audience's "customer" experience attempting to use M&Ps to successfully sell.

### Weber Approach

- Determined key "customer" user questions to determine best-in-class process flows needed to sell/implement
- Identified current process gaps and inconsistencies among roles, tasks, content and organization vs. best in class
- Documented universal process flow with "variations on a theme" based on sales audience preferences
- Developed roadmap and prioritized high, medium, low business improvements in phases
- Refined enterprise information portal architecture to follow new universal flow
- Rewrote 3,500 methods and procedures to follow new format, flow and content principles Weber recommended

**See cost efficiency and productivity results on next page.**



## Cost efficiency and productivity results

Weber tracked both operational efficiencies as well as productivity improvements across the content development, sales and marketing teams during and post-implementation. Client references available upon request.

