

Verizon

Up To Speed Live

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>> Tell me, what do you build a network for? What did Verizon build their network for? People. Every hole dug, every wire spliced, every tower raised, it's the people. And when people's every day is being challenged, that's when a network stands up and shows what it's made of. Businesses are using Verizon's added capacity to keep them running and connecting with customers in entirely new ways. When government asks for network resources, they would deliver in more than 30 states. Verizon customers are making an average of over 600 million calls and sending over 8 billion texts a day every day. Our connections make us all stronger. And when you know people are depending on you for those connections, you do whatever it takes.

>> Coming to the office today, there are closed signs on businesses. Stores are locked. Lights are off. And it's empty.

>> What I miss most is the people. Not only is it a coffee house, but it really is our meeting place.

>> If we were to close, we don't want to close as a restaurant. We close as a community.

>> My business means the world to me.

>> I've always been able to let my business be a training hub for young women.

>> We have arts and crafts made by local refugees that we help resettle to Phoenix.

>> It's an opportunity for us to continue to pay our employees.

>> It's really been a Godsend.

>> It absolutely saved our business.

>> And I'm just so grateful that Verizon partners pay it forward.

>> Miss you all and look forward to seeing you soon.

>> What does it mean to be America's most reliable network? Right now it means helping those who serve stay connected to their families. They're on the front lines every day giving the most they can. So Verizon wants to give them something back. Introducing our best pricing ever. \$30 per line for all nurses, teachers, first responders, military and their families. Not for a few months but for as long as they need. Because the people we rely on deserve a network they can rely on.

>> I joined Verizon in January of 2014. I work in sourcing legal where I am primarily responsible for the negotiation of HR benefits. The credo at Verizon. It really sets the foundation of how you are as an employee but also that spills over into how you are as a person outside of Verizon. We have embodied that here at home.

>> This really is a time where we realize that just because we're just children, we can still make a huge difference in our community. And any little effort goes such a long way. Our friends in Hillsborough founded meals for heroes. We work with them to branch out and start a branch in New Jersey.

>> They were really happy and appreciative of all the nurses and responders that are sacrificing their lives.

>> We thought it was really important to just show our gratitude and say thank you.

>> Our main goal is to get meals to a lot of different places. We still want to give back to everybody who's actually working during this time. This fund-raiser was a triple win because we were able to get support from our friends and family all over North America. And then we were able to give back to local businesses that really need the business during this time because obviously due to social distancing, they're not getting their normal customers. And then we were able to use those meals to help front-line responders.

>> It made us feel really good to get all the pictures and the messages back from the nurses then enjoying the meals and how grateful they were.

>> We couldn't stop saying thank you to them. And I said, you know, we are here for you. If we can provide one meal that alleviates the anxiety or the concern about how am I going to make lunch, even just a five-minute meal, I feel that is success.

>> I would like to express my personal thanks to you, your team, and Verizon.

>> For all of the amazing work you have delivered in the last couple of weeks.

>> For what you have done for first responders and small business.

>> I think you guys should get all my credit. And I love you.

>> I am a mother of two and have my elderly father who lives with me in my home. I just wanted to say thank you.

>> I just wanted to take a moment to give accolades to Christina for her professionalism, patience, and uplifting attitude.

>> I just want to say thank you to our Verizon partners who helped us bring joy and encouragement to the most vulnerable in our community.

>> I want to report to you the actions of a good Samaritan disguised as a Verizon lineman.

>> It's always a privilege and honor to be with you and your team. You guys are really synchronized in your vision.

>> My thanks to all -- all of the employees and particularly those of you that are really providing all of us and the world kind of access to information. What you're doing is helping not just the United States but the world stay informed.

>> Look at that. She's upside down.

>> What did you do today, grandma?

>> Watching TV.

>> We're just getting ready for bed. We wanted to give you guys a call.

>> How are my babies?

>> She's wiping your faces with a towel now.

>> Nice. Nice.

>> Nice job.

>> Love you to the moon and back.

>> To the moon and back.

- >> Love you.
- >> Do you miss me, too?
- >> I love you all very much.
- >> Give virtual hugs?
- >> AWW.
- >> Big hugs in a couple months.
- >> I can't do it because I will cry.

Big boy, big boy

So big

>> My name is Fred. I'm a network technician of 21 years. Volunteering has always been a big part of me. And I said, what would be better than joining first aid squad if I could do it? And then once I joined, my goal was to become an EMT, which I achieved last year.

>> As part of our response to the COVID-19 pandemic, we are offering our medically trained and certified employees a fully paid leave of absence to go out on the front lines and assist in the communities that are hardest hit by this pandemic. We really wanted to show the community that we were there for them and that we believed in what they were doing.

>> As soon as I saw the opportunity for the leave, I mean, I was on it. I knew my squad is hurting. We're shorthanded, especially right now. I couldn't get the application in fast enough. For the next eight weeks I'll be an EMT. I'm a little nervous, being more on the forefront of the virus, but I'm excited. I'm enthused. And I look forward to being able to serve my community and be there for them.

>> Okay. Here I go. My first shift. As a full-time EMT.

>> People like Fred don't come along very often. So when you find someone like him, you're very grateful to have him. He's basically going to be settled for duty on not only nights but on daytime coverage and weekend coverage. He said if they allow me to do this, he said I'm going to be right on the front lines with everybody.

>> As EMT, I'm responsible for direct patient care. So the great thing about this leave program is it's less stressed because now I don't have to focus on two jobs. Now I only have to focus on one. My first 12-hour shift. Moderate. Wasn't too bad. And I'm tired. Time to head home and get some rest. This opportunity has me speechless. So many people are getting laid off. So many people are going on unemployment. And here my company's paying me to be full-time EMT for my volunteer organization. Words can't describe that. It's overwhelming.

>> Good to see you guys.

>> Hey, everybody.

>> You have to unmute the button.

>> Start streaming.

>> Yay!

>> With a project that we have.

>> Thanks for working with me.

>> Work behind you.

>> Okay. All right.

>> It looks like everyone's really happy.

>> Focus on what our next steps are going to be.

>> That is awesome. Thank you so much for reminding us about that, Miley.

>> Morning.

>> How you guys doing?

>> Let's focus on the positive and see you tomorrow. Same time, same place.

>> We could never do what they do. But what we can do is be a partner that never quits. Verizon is the most reliable network in America, built for interoperability and puts first responders first, giving their calls priority 24/7. We do what we do best so they can, too.

>> To all our Verizon employees. We've never been so proud of our technicians, engineers, store employees, and customer service reps who are doing critical work all over the country at a time when the country is forced to be apart, you are helping us come together. Our customers are making an average of 800 million calls and 8 billion texts per day. And you've kept our network reliable through it all. Keeping people connected and safe at home. So thank you. Because of you, we are here and we stand ready.

>> Like millions of people around the world, several of our brand teams made a statement on our various social media handled, you saw like many of you yesterday, black squares littered our social media landscape. And as you see here, our black checkmark made a bold statement, a statement that so many people wanted to make in solidarity of the causes that are starting to ripple throughout our country, throughout our society. And as we take a look at that black checkmark and we think about what this statement means to all of us, the hope is that we take some time to think about how to pair those words with actions and what that means for the brand and with that I'd like to welcome all of you to today's up to speed live. And this, again, is a continuation of our honest conversation about what it means to put those words and thoughts into action. And so today we're going to talk about our response to donating two racial justice charities. We're going to talk about our efforts to start more dialogues about race. We're going to talk about how the brand aims to pair our words with actions. And with that we'd like to bring there our chief marketing officer, Diego Scotti. Thank you for joining us. Just tell us your thoughts as the last few days have been very emotional and very personal for so many of our teams. But as someone who helps us represent the brand, give us your personal thoughts on what the last few days have been.

>> DIEGO: Hey, Andy, and hey, everyone that is watching us today. It's great to be here. When we talked about me being on up to speed, we really didn't think about that this week was going to be the way it was. But it couldn't actually be a better time to be able to talk to all of you about the brand and what we're doing. First of all, I wanted to, you know, reiterate, I know that a lot of our folks are angry or a little bit disappointed about what's going on about the situation, but at the same time, they know and you should know that from the perspective of what we are representing as a brand, we hear you. We see you. And I'll tell you, when we launched our purpose last year, we created the networks that moved the world forward, and we talked about trust and we talked about truth and we talked about being authentic and real to who we are. I never thought that we were going to be in a position of making that so tangible for everybody starting with our employees. So I'm glad that you mentioned the checkmark. That was a small, I think, gesture with a lot of meaning. And I got so many comments from employees because we wanted to make -- to make a statement, you know, and that

started with obviously, you know, Hans's message on Monday. You mentioned to 10 million social justice organizations. And the place that I want everybody to start is the point about actions versus words. That's a theme that we've been hearing a lot during the last few days. And for us it's something that is not new but it was very helpful during this time, you know. One of the things that I heard a lot from people during the last few days and over the weekend, if you don't mind, I'm going to share this with everybody, was why it didn't get out faster with our message. And a lot of people called me over the weekend saying we have to do something. We have to do something. And I think the weekend was a very, I think, good example of what it means to not only just being fast but being right. I think being right and doing things right is always better than doing things fast. The weekend was a time of consultation. We were on the phone the whole weekend talking about how we were going to address this because we didn't want to just put a statement out there like, you know, it's easy just to write something, give it to the PR guy and say can you put it out there. We wanted to make sure that we do it the right way, which included a lot of consultation with the teams, for example, to really understand what was going on. And then we wanted Hans to speak first to all of you, to our employees. And we wanted the action which was also the donation and other things that we were doing to accompany that. So it was really about responding in the right way.

>> ANDY: You know, we saw so many people respond to just the emotion that Hans gave to our viewers, to our employees, to society. How important is that emotion when a brand makes a statement? Because we have seen brands make statements about all kinds of things in the last few months here. But rarely do you see that kind of raw emotion.

>> DIEGO: I'll tell you, we didn't -- we went into this -- we don't go into any of the work that we do thinking about exploiting an emotion. You know, an emotion happened. For us, the way we approach, the way we think about the brand and the way we think about communications is our guiding post is about truth. Truth is the best marketing, you know? When you show -- and you've seen that in the work that we've done for the last few years. When you just tap into what is true, what is real, the substance of who we are and the actions that we take, then if it comes with emotion because it's true, then it's amazing. So to me, the way it happened is truthful and so authentic and it just made it very meaningful for everybody. We didn't go into it thinking we'd tap into the emotion. What I think is remarkable is that the conversations that we've been having in the last few days, the true and real conversations that we all have about what's going on and for me personally, I don't have the same life experience that a lot of our black colleagues have, it's been really important for me to listen, to pay attention to what's going on to try to really understand and help everybody to have the conversation. And you heard it yesterday, I think up to speed yesterday was a great example of the kind of transparency and conversations that are the first steps. We have to continue to follow through with actions.

>> ANDY: Absolutely. And I can feel the ripples of those conversations this week, just in telephone conversations with my colleagues, with our team. I know as communicators on the communications team, we're thinking more about what those life experiences mean, you know, all of our life experiences are different. And just personally speaking, it's got me thinking about how I can better focus my lens on life

experiences that I may not know about. So it's been a fantastic week of that. That said, I'd like to sort of expand upon the last few months. I mean, we've had some very big world events, you know, really keeping, you know, keeping us thinking about all the different perspectives. And when we think about the way we responded to COVID and the way we responded to racial injustice in this world, you know, if you can, I'd like you to just kind of talk about, you know, this idea of putting actions into words. You know, give us sort of an overview of what's happened in the last few months when it comes to making sure that we make a statement and then we follow that up with actions.

>> When you go into a crisis, the most important thing in a crisis is to be super clear about your strategy because it's not about, like, people are creating something new. That is the moment and more than ever you have to lean into your strategy, frameworks, processes, the things that are true and make sure that you adjust as needed. That it's not just about people. So I think you guys have on cue because the last time I was here -- and this is around, I think it's, like, 10 or 12 weeks ago -- we talked about what we wanted to do. And one of the things that I shared with all of you is this sense of coming from our purpose and focusing on our equities around trust and innovation. We said we are going to focus on two things. One, to be truthful so we create trust and we also want to be helpful. And helpful to employees, customers, to our shareholders, and also to society. And with that in mind, and this is a great representation of everything that we did. As you know, we had ten weeks of pay forward, really having a call to action for customers and consumers to help small businesses. You know, think about the tremendous impact that we have, having 85 million people that viewed this concert and then they took action on shopping small business. 85 million people, you're talking about almost a third of the United States. This is probably one big country outside of the United States. That's incredible. What we did with the New York Times to get access to the New York Times for free to 600,000 kids and students across the country. You know, what we did. I can go on and on, but they were all actions that supported this notion of making sure that we were there for our customers. Listen, I don't like to boast, but also we were the first company in the country with a message on television, a commercial, talking about we're here for our customers. You know, you ended up in the last few weeks with everybody advertising everything. We did it because we wanted to make sure that our network was ready to support our customers. And that guided us through this whole process. And what I can tell you and is really exciting to report is that after all this time, our measures around affinity have never been higher. The perceptions around the brand and the quality of our network have never been higher. And we had also the lowest number from all of our competitors in terms of customers wanting to switch to other carriers because of the relationship with Verizon. I want to say this. That doesn't happen by accident. And I'm very grateful to everybody on the marketing and communications teams because you guys have been tremendous of being consistent with the strategy, but also I'm thankful to the engineers and everybody in the stores and everybody that delivers the experience at Verizon because our job is to take that truth, again, going back to truth, and put it out there for people to really see it, to be able to experience it, and be able to value it. And I think we're doing that.

>> ANDY: Absolutely. And you know, knowing what this checkmark stands for is something that people are learning about this week and have been learning about, you

know, since all of this started. And I know that folks have been asking about the shirt you're wearing. And we'd be remiss if we didn't mention that June is pride month, and we've been a long-time supporter. First of all, please know that the shirt Diego is wearing is available for you to order on all the various channels there. But talk to us about pride, Diego. This is obviously an extension of just making sure that, you know, when we talk about all the different things that's happened in the past few days here, it's not just a race issue. This is a human issue. And this is about being empathetic and knowing that there are people behind those causes. So within that prism of our pride discussion, talk to us about what we can expect this month.

>> DIEGO: I'll tell you, one of the lines that resonated the most from what Hans said the other day on Monday was if we are about making sure that we create the networks that move the world forward, if we are about moving the world forward, we only do that if we do it for everyone. And I think that's never been more true not only because of all of the events that are happening this week but also because they are ingrained in our values as we said many, many times. So inclusion and acceptance goes for everyone. And I've got to tell you, we struggle this. I want to share this with everybody because we were ready to launch our pride efforts on Monday. And we decided to hold for a few days because we want to be obviously respectful and focus on the issues that unfolded. But -- and we got a lot of comments from a lot of you saying are you guys doing anything for pride? But we are. And again, I want to make sure that I share that with you guys because we want to be respectful of everybody under the umbrella of acceptance and inclusion. Yes, I think pride is an interesting time this year as well because all the parades are not going to happen this year in the way that it happened in the past. And we thought that it was important that within that, we gave an opportunity for all the voices in the LGBTQ plus community to be able to really share their life stories and drive awareness into, you know, some of the issues, the struggles and also the hope that comes with that. So we're going to be launching next week a product called voices of pride that has a lot of our employees and LGBTQ plus folks sharing their life stories and underscore all the work that we do with LGBTQ plus organizations, a tremendous organization because they focus a lot on the families as well as the folks that are coming out to help connections to happen and other organizations that we're working on. So, yeah, this is just our symbol to try to also support and encourage the inclusion, the acceptance, and the value of every life, you know, in our communities.

>> ANDY: You said it, Diego, every life, and I think that's what some of these months that we recognize are all about is making sure that we think about every life within that sphere of our own lives. You know, as we start wrapping up here, if we can talk about the leadership meeting, I know that a lot of it was focused on the recent events, but as we move forward and we think about brand, we think about strategy, what are some of the things that you talked about at this meeting that we can take away?

>> DIEGO: Well, one of the things that I want to make sure that I talked about every time that I have the opportunity is how connected our brand is to our business strategy. So it starts with our purpose. We create the networks that move the world forward. We said that our brand was going to stand for trust and innovation. So that is very important in terms of how do we think about everything that we do. And then three points that are very clear in terms of delivering that strategy. It starts with the networks with priority always first and foremost. That's always going to be our key point of

difference and what makes us special. Second, we talked about privacy and security. When you talk about communications, when you talk about a network today in terms of reliability, you cannot talk about just the connection part. You also have to talk about the privacy and the security of that network. So that's the second point of difference. And the third one is when we talk about being a responsible business. Responsibility. You've heard a lot about that, very important, obviously, during this time. But we have a plan for each of these three points of difference. And across the four key stakeholders. Consumers, customers, shareholders, and society. So you asked me, like, okay. So what is next? I shared with the team early in the year our brand NorthStar, which is to be recognized as one of the top technology brands in the country and a leader on trust and innovation. And, you know, we are a tech brand recognized in the top five. We have a lot of work to do but we have the right plan. And what I tell you is that nothing makes me most proud when I see the fruits of all the efforts that everybody in the company is doing to take us there. So one of the things that I shared with the team on Monday was that we were actually named last week, this organization called brand finance, which is one of the global consultant teams that do brand valuation. And they named Verizon the number one -- the most valuable Telco brand in the world overtaking AT&T for the first time ever, and that is a tremendous, tremendous achievement when you think about our plan, our strategy, and our NorthStar. And then you combine that with the recognition from Forbes that I know that Christy talked about here in terms of being number one on the ranking of corporate responders for COVID-19 both because of the work that we've done with our employees but also the work that we've done in society and for our customers that I shared before. So when you put those two together, you know, you say, like, well, first of all, how proud we should be about working in a company that has this vision, this purpose, these values but also going back to where we started that at the end of the day, it's about truth, and at the end of the day, it's about what you do, not just what you say.

>> ANDY: Absolutely. And that pride is such a reflection of just the way that we continue to operate, both as a company and as individuals. So as we close out, Diego, just your final thoughts and really sort of -- I'll pose the question here, what does the checkmark mean to you, to our team? What does the checkmark represent to you?

>> DIEGO: Well, for me, even when we started, I'm talking about four or five years ago with making the checkmark the center of our brand, it was because it's kind of like the universal symbol of reliability. And, of course, that starts with the network. But then it continues to everything that we do. And to have the conviction that we have right now in terms of being a responsible business in society that really tries to change, that needs to drive and participate on what's going on. I feel very proud of wearing a checkmark on my shirt and I know that a lot of you do, too, because it is the symbol of our brand and our values. And again, that means a lot in this moment.

>> ANDY: Diego, thank you so much for helping us find, you know, what this symbol means for all of us and, of course, you know, our thanks to everyone who has, you know, reached out to us and really, you know, shown what this company is all about and as we close out, Diego, I just want to thank you. I want to thank all the viewers watching. You know, there's a lot more to be said from all of us as we make statements both with this checkmark and the checkmarks that we post on social media. But as we think about the statements that we make, the hope and the promise to all of



you personally is that we make actions available in all of our lives. So thank you to everyone for watching. And until next time, you're "up to speed."