Verizon customer service assistant

IMPLEMENTED 2024 ONWARDS · TELECOMMUNICATIONS · US · BAND C · CLAIMED ONLY
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Verizon gave 28,000 customer service staff an AI assistant built on Google's Gemini models and said sales through that team rose nearly 40%. In 2026 its chief executive said AI agents were replacing some customer service representatives.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Generative AI assistant for customer service agents, built on Google's Gemini models.

Implemented: 2024 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: Sales through a 28,000-person service team up nearly 40% since deployment, by Verizon's account to Reuters

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Verizon. US telecommunications operator and wireless carrier. 93,300 employees in September 2026, per Light Reading. Canvas block: 4. Operations and process. Also 5. People and skills, 3. Customers and proposition.

Business challenge

The challenge. Verizon has worked on customer experience as a way to reduce customer churn, per CX Dive. Google Cloud said the tools were meant to streamline customer interactions and reduce employees' cognitive load, so that agents no longer search knowledge bases by hand.

How it was addressed. Verizon and Google Cloud built a "Personal Research Assistant" on Vertex AI and Gemini models. It sits on the agent's screen, suggests questions a customer may have and

Who implemented it

Google Cloud (Model or cloud provider): Built the assistant with Verizon on Vertex AI and Gemini.

Technology (SEAM pillar E)

SEAM types: T2 Embedded AI in existing software, T4 RAG / vector search over your own data. Deployment: Cloud APIs. Vendors and products: Google Cloud, Personal Research Assistant, Problem Solver, Vertex AI, Gemini, Customer Engagement Suite.

Where it was built in: On the screens of 28,000 customer care and retail store staff through Google Cloud's Agent Assist Panel, drawing on Verizon's knowledge base and personalisation platform.

What changed

Before: agents searched knowledge bases by hand, by Google Cloud's account. After: an assistant on the agent's screen suggests answers, and Verizon says shorter calls freed agents to sell. Since 2026, AI agents handle some customer contacts in an experiment, by the chief executive's account. [1] [2] [3] [4] [5]

What it cost

Not reported

What it saved

By Verizon's account to Reuters: shorter call times, and sales through its 28,000-person service team up nearly 40% since deployment. By Google Cloud's account: 95% comprehensive answerability for customer inquiries and a significant improvement in issue resolution time. In June 2026 the chief executive said AI agents' customer satisfaction rate was 1,280 basis points better than before. Cost savings: Not reported. [1] [2] [3] [4] [5]

Governance and control

The assistant supports human agents, who speak to the customer. In 2025 Verizon said putting people such as Customer Champions at the forefront, instead of an AI agent, gave it an advantage, per CX Dive. Verizon created a customer experience organisation in early 2024 under its first chief customer experience officer. A named owner for the AI tools, safe-use rules and controls on the agents tested in 2026: Not reported.

S2 · Accountable owner · Not reported
Verizon created a customer experience organisation in early 2024 under its first chief customer experience officer, per CX Dive; a named owner for the AI tools is not reported. [3]

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Claimed
The assistant supports human agents, and in 2025 Verizon said it put people such as Customer Champions at the forefront instead of an AI agent; in 2026 the chief executive said agents were replacing some representatives. [1] [3] [4]

A3 · Monitoring and assurance · Claimed
Verizon and Google Cloud report 95% comprehensive answerability, and the chief executive cites a customer satisfaction measure for AI agents; methods are not published. [2] [4]

A4 · Vendor AI · Not reported
Verizon chose Google for its ability to deploy to tens of thousands of people, per Reuters; assurance over the vendor's models is not reported. [1]

A5 · Agent controls · Not reported
Limits on the AI agents tested in customer service in 2026 are not reported.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

- Sales through the service team, by Verizon's account.
- Shorter call times, by Verizon's account.
- Customer satisfaction with AI agents in a 2026 experiment, by the chief executive's account.

DID NOT

- Not reported. Light Reading said in October 2026 that job cuts at Verizon so far seemed to have had little to do with AI.

UNPROVEN

- The baseline and method behind the sales increase of nearly 40%.
- How 95% comprehensive answerability was measured.
- Whether the satisfaction gain from AI agents holds beyond a three-month experiment.
- The effect on customer churn.

Timeline

Jul 2024 Verizon starts deploying the AI assistant to customer service agents [1]

Jan 2025 Deployment reaches full scale [1]

Apr 2025 Verizon says sales through its 28,000-person service team are up nearly 40% [1]

Jun 2025 Verizon gives every service call a dedicated Customer Champion and updates the My Verizon app [3]

Jun 2026 Chief executive says AI agents are replacing some customer service representatives in an experiment [4]

Oct 2026 Light Reading reports 93,300 employees and says cuts so far seem to have had little to do with AI [5]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: B. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C). Verizon's account of reskilling care agents into selling agents points to an operating model change (Level 3, band B); no source shows changed roles or structure in the figures.

Graded C, claimed B. Verizon describes a changed service process, with an assistant helping agents answer and sell, and says it is reskilling care agents into selling agents. The results are its own figures, with no baseline or method published.

The SEAM view and lessons learnt

Verizon first put AI beside its people: the assistant finds the answer and the agent keeps the conversation and uses the time to sell. That is a change to the process and to what the role is for, and Verizon measured it in sales as well as call time. The later move to agents that replace some representatives is at an early stage and rests on one satisfaction figure. For a larger organisation, the transferable point is to decide what staff will do with the time AI frees and to measure that outcome.

1. Decide what staff will do with the time an assistant frees.
2. Publish the baseline and method with any headline result.
3. Test AI agents on satisfaction before reducing the service team.

Evidence

Score 2 of 4. Self-reported: the results are Verizon's and Google Cloud's own figures, reported by Reuters and CX Dive; Light Reading gives an independent view on job cuts.

Evaluation method. Self-reported company figures: executive statements to Reuters and a vendor announcement; baseline and method not published.

Sources disagree. Verizon's chief executive presents AI as changing customer service work. Light Reading says job cuts so far seem to have had little to do with AI and that there is scant evidence AI is boosting productivity.

Status. Ongoing: the assistant is in use, and in June 2026 the chief executive said AI would replace a large percentage of customer service.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/verizon-customer-service-assistant

[1] Reuters, carried by AOL: Verizon says Google AI for customer service agents has led to sales jump (April 2025)
https://www.aol.com/news/verizon-says-google-ai-customer-120648406.html

[2] Google Cloud: Google Cloud and Verizon drive customer experience improvements with Gemini integration (April 2025)
https://www.googlecloudpresscorner.com/2025-04-09-Google-Cloud-and-Verizon-Drive-Customer-Experience-Improvements-for-Verizon-Customers-with-Gemini-Integration

[3] CX Dive: Verizon's dedicated Customer Champion role (June 2025)
https://www.customerexperiencedive.com/news/verizon-dedicated-role-customer-service-champion/751652/

[4] CX Dive: Verizon CEO: AI will take over 'a large percentage' of customer service (June 2026)
https://www.customerexperiencedive.com/news/verizon-ceo-ai-take-over-a-large-percentage-of-customer-service/822158/

[5] Light Reading: AT&T and Verizon normalize layoffs as 8,000 jobs go in a quarter (October 2026)
https://lightreading.com/ai-machine-learning/at-t-and-verizon-normalize-layoffs-as-8-000-jobs-go-in-a-quarter

Verizon website: https://www.verizon.com

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