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Using Business Intelligence to Deliver a Superior Customer Experience

October 12, 2010

Verizon Wireless CIO, Todd Bell

Using Business Intelligence to Deliver a Superior Customer Experience

Thursday, October 14, 5:30 p.m.

Meddin Studios, 2315 Louisville Road

“At Verizon Wireless we have evolved our Data Warehouse and Business Intelligence platform to go beyond a reporting mill and analytical engine. We have seen the absolute need to link Business Intelligence with our 92 million customers’ experience. By building a ‘single version of the truth’ and numerous ways to touch our customers, we can enhance our customers’ experience with making relevant suggestions and offers that fit their needs. I plan to speak about how we have evolved our BI platform and where I see the future of BI at Verizon Wireless going.”

Todd Bell is the South Area Vice President / CIO for Verizon Wireless. Todd is responsible for overseeing all IT operations for the South Area and holds national application and operational responsibility for Verizon Wireless in the areas of: Data Warehousing, Customer Relationship Management, Wide Area Networking and Call Center Technologies. He is based at the South Area headquarters in Alpharetta, Georgia.

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