

CASE STUDY · VERIZON / PUBLICIS SAPIENT

Growing Verizon Experience Design work from \$9M to \$25M.

I built the practice that made it possible, in 18 months, as the only Scaled XD delivery capability for Sapiient.

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What I walked into

Sapient needed to prove it could deliver experience design at enterprise scale – something it had never done. That required building something that didn't exist yet.

Was \$9M

**Good work.
No scale.**

No delivery engine to scale.

Was US only

**Talent Geo
Mismatch**

All talent US-based, all cost US-priced. No offshore engine. No ability to serve the clients from their required locations. No ability for to cost arbitrage our work force.

Had One Shot

**Competitor
fight out.**

One of the largest telcos in the world. Expecting a partner at their scale, that delivers without fault to engineering.

Three decisions I made.

1. Rebuild the India Team

Sapient's offshore team was a production supplier – unable to deliver original work. I stood up a product team, with new leadership that could run concurrent workstreams embedded with clients, in 4 cities. I had to start Chennai and Hyderabad from scratch to serve the biggest Verizon GCC's.

2. Start LatAm from zero

We need to serve with a nearshore capability, so I started the LatAm design practice for Sapient. First of it's kind in the organization. Using the talent in Costa Rica, Colombia and Mexico City, unlocked nearshore scale and cost efficiency and enabled us to push other clients into region – helping out the west coast studios especially with clients like Intel.

3. Run parallel product design POD's

Built infrastructure to run multiple Verizon workstreams on three continents, without losing quality. Sapient became the connective tissue for the client, and that's what turned a \$9M account into a \$21M one, removing the other two hold-co's.

What the Design Practise delivered

Retail Transformation

300+ experience defects found and fixed. Service design visibility product teams never had before. With always on customer research around the clock.

Commerce Platform

Unified digital, retail and agent channels. AI-driven conversion. 25,000 orders per minute.

Conversational AI

OneBot — one unified assistant for all Verizon customers. Enterprise taxonomy. Built from zero.

Connected Products

5G Compass — home gateway setup product. Physical and digital experience working together.

New Category Exploration

+play subscription hub, consumer banking concept, VILS education platform for 10M students.

Design System Integration

Expanded and leveraged Verizon's Design system across new products in B2C and B2B for the first time.

The numbers that count

\$9M→\$25M

Account growth

under my leadership

235%

Sales increase

from the commerce platform

197%

Conversion increase

via AI-driven platform

300+

Experience defects

identified and fixed

60%

Efficiency gain

in retail design delivery

25K/min

Orders at peak

platform scalability

What this means for your organization

- I have spent 15 years building the design function that enterprise companies are now trying to hire for.
- I grew a \$9M account to \$25M — not by doing more work, but by building the right machine.
- I started LatAM for Sapient from nothing. I know what it takes to build a function that didn't exist before.
- I have been the person your consultants report to.
I am available to run that function from inside your organization.