

# Manage all your lines of business with a single communications system.

See how unifying communications with One Talk from Verizon helps keep the Greg Norman Company ready to grow.

**Greg Norman knows what it takes to win. You don't get a nickname like "the Great White Shark" without a healthy drive to succeed. After a storied and prolific career as a professional golfer, Norman turned his incredible focus to more entrepreneurial endeavors, and proved to be just as dominant in the boardroom as he was on the golf course. Today, the Greg Norman Company includes 19 different lines of business, spanning the golf, entertainment, hospitality and retail industries. And it continues to grow.**

A company this big and diverse needs infrastructure that is flexible, agile and reliable. But for a long time, the Greg Norman Company relied on a third-party hosted Private Branch Exchange (PBX) system for its communications, an unreliable and unruly arrangement. The company constantly struggled with maintenance, outages and programming issues—and it was also extremely expensive.

**"It was my vision to create continuity across our business to help our employees and customers communicate more effectively."**

— John Michael Broussard, Director of Information Technology, Greg Norman Company

## Creating better connections with employees, partners and customers

Recognizing that it needed a phone system that could keep up with the breakneck pace of business while providing customers a high level of responsiveness and professionalism, the Greg Norman Company decided to explore new options.

Since the Greg Norman Company has approximately 100 total phone lines across multiple locations, it was important that its new phone system be simple. Simple to set up, simple to use and simple to maintain. After doing research, the company realized it didn't need to look any further than Verizon, a company it already trusted and had a good relationship with. And One Talk<sup>SM</sup> from Verizon provided the simplicity the company wanted, with the calling features it needed.

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## A simple solution to a complex problem

As a mobile-first solution, One Talk allows businesses to quickly and easily replace aged PBX systems. "It's easier to deploy and there's just no obstacles really to overcome, like with the old systems we had in place," said John Michael Broussard, Director of Information Technology for the Greg Norman Company.

One Talk is also intuitive and user-friendly, so employees don't need time-intensive training to start connecting with each other and with customers. In terms of scalability, adding more lines to new offices as the company continues to grow is so easy, employees can do it on their own without the need for extensive IT support. And One Talk gives employees incredible flexibility to move their phones around as they change roles or locations, all without having to reprogram the actual phones.

And the company can manage all users, locations and automated receptionists within one online portal. “From an administrative perspective, to be able to administer everything at one glance is fantastic, as opposed to having to contact each provider separately. It’s more than providing continuity and a seamless approach to the whole organization—it’s also the administrative impact and the maintenance side of it,” said Broussard.

### A phone that goes where the work goes

The Greg Norman Company’s logo is a shark, which is fitting because its employees never stop moving—sometimes literally. For its team of dedicated field workers, it was important to have a phone system that allowed employees to be accessible and responsive without needing to be chained to a desk. And once again, One Talk fit the bill.

While the majority of the Greg Norman Company’s One Talk use is with desk phones, the One Talk mobile app has proven to be a real asset in helping to increase mobility and portability. Because the app makes it possible for a call to ring simultaneously to both desk phones and smartphones, employees don’t have to worry about missing a call. “The mobile app is seamlessly baked into the system, and I am impressed with the flexibility it offers,” added Broussard.

**“I can’t tell you how easy it is now for someone to just record a voicemail, a Hunt Group message or any other type of directory-related response and it’s immediately accepted. It’s a lot easier to use and navigate than our previous onsite hosted platform.”**

— John Michael Broussard

### A partnership that truly delivers

During its initial One Talk installation process, the Greg Norman Company worked closely with its Verizon representatives to deploy the new service at a number of areas of the business—including Seven Lakes Lodges, which is Norman’s personal property. The company found the Verizon team to be very responsive and hardworking, and was impressed by how the team helped the company achieve sustainable reliability. “Verizon’s response to feedback has been absolutely great. They are proactive and have been a fantastic partner on all levels,” said Broussard.

From reliable service to hold music to smoother call transfers, One Talk has helped the Greg Norman Company convey a professional, positive brand experience from the outside in. Being able to use extension dialing to other parts of the company has helped the organization create a more consistent experience across all of its business entities. Employee feedback has been overwhelmingly positive in the past six months, and the company says there isn’t really anything it wanted that it didn’t get or doesn’t have with One Talk.

In fact, the company is so happy with the solution that it plans on using One Talk in upcoming new lines of business, as well as deploying it at other existing company locations. And the working relationship has been so strong that Verizon and the Greg Norman Company are currently exploring even more ways to collaborate to create new and beneficial experiences within the golf and country club setting.

### Why Verizon

We know that serving your customers is a top priority and critical to the success of your business. With One Talk, you can move calls seamlessly between office and mobile devices using one shared Verizon phone number, and easily scale and configure your phone system to meet your changing business needs. And we’ll be there to help every step of the way.

### Learn more:

To learn more about One Talk, contact your Verizon Wireless business specialist or visit [onetalk.com](http://onetalk.com)

