

Case Study

GroupSystems Success Story: Verizon Communications

Strengthening Wholesale Elements and Strategies with GroupSystems

Verizon Communications' Network Services Wholesale Segment includes local and long distance network services provided to interexchange carriers, local exchange carriers, wireless carriers and Internet Service Providers (ISPs) for resale.

Members of the Verizon team were tasked with helping acquired General Telephone and Electronics (GTE) customers such as ISPs, become more competitive and profitable. To do so, they constantly create, develop and execute ideas for new products and services through traditional meetings and brainstorming sessions.

GroupSystems in Action

Verizon's use of GroupSystems' has generated hundreds of valuable ideas in regards to its GTE customers. The GTE new product development process easily brings together the skills and expertise of a cross-functional team of product, operations and marketing managers among others.

With GroupSystems, all team members whether local, regional, or international are able to meet and generate ideas and subjects without the cost of travel and time. In some cases, customers are invited to join sessions in order to give the group a better understanding of their business and industry from the direct users of the product or service.

"It truly fosters what we call our 'ideation' process because we can share expertise, feed off each other's suggestions, and provide feedback, anonymously and equally," said Melissa Alleman, Senior Marketing Manager.

"GroupSystems allows us to gather the knowledge of so many individuals, all with a different insight about what would help our customers and where GTE should be in the marketplace"

Melissa Alleman, Senior Marketing Manager
- Verizon Communications

Customer
Verizon Communications

Business Benefits of GroupSystems

- An improved relationship with Verizon customers.
- A distributed solution that provides benefits that not only lower travel expenses, but enable productivity any time and any place.
- Allows us to respond, innovate and provide Verizon customers with results faster.