



## A Steady Stream of Communication Big Geyser Inc.

### THE CLIENT

Big Geyser is the largest non-alcoholic beverage distributor in the five boroughs of New York City as well as Westchester and Putman County, and Nassau and Suffolk Counties on Long Island. Using a fleet of approximately 100 trucks, they distribute a variety of beverages including Crystal Geyser, Vitamin Water, and Sunny D as well as snacks like Deep River Snacks and Unique Pretzels. The business has grown significantly since its inception in 1986 and recently took on two national products – Monster Energy and Sparkling Ice.

### THE SITUATION

“Prior to using One Call Now, we shared information with employees by recording a message in our 411 system”, explains Denise Wolf, Senior Executive Assistant. During times of inclement weather, employees and drivers had to call in to hear if there were any messages about delayed openings. Unfortunately the system didn’t allow for employees to leave a message, so there was no way to know who called, who knew, or who may have tried to get to work.

When power was lost during Hurricane Sandy, it was necessary for Denise to cover the phones to speak to employees calling for information. Unfortunately, many calls were dropped in that process. “We needed to find an effective way to communicate with everybody,” she says. Initially they tried to send a message like a phone/text-tree – asking people to pass it on, but there were instances where people didn’t get the message and tried to travel to work in dangerous conditions.

### THE SOLUTION

The owner of Big Geyser is a member of a synagogue that uses the One Call Now messaging service, so he suggested they investigate options. Wolf reports, “The fact that One Call Now was the most user-friendly and offered the best features is why we chose it over other message service companies.” She adds, “The sales department account manager was fantastic! He was very helpful answering my questions. He made it really easy for me by explaining what we needed and how to get it done. He even helped upload our call list. It was just so simple!”

*Continued*



**“We needed to find an effective way to communicate. With One Call Now I know that everyone is receiving messages.”**

*DENISE WOLF, BIG GEYSER*

### INDUSTRY

*Transportation*

### SCOPE/GEOGRAPHY

*Five Boroughs of New York City  
Westchester, Putman, Nassau  
and Suffolk Counties, New York*

### PROBLEM

*Ensuring all employees and  
drivers receive inclement  
weather information*

### PAYBACK

*Increased employee safety through  
improved communication with  
staff and drivers*

### REPLACED

*Calling into 411 system for  
audio messages*



## THE RESULT

Big Geyser broke their call list up into individual lists, or sub-groups, including the executive team, distributor locations and their night crews, drivers and the warehouse. This affords them the ability of tailoring messages to the recipients. "All you have to do is gather the information, create a spreadsheet of contacts and upload it," Wolf shares. She also appreciates using the reports the One Call Now system provides. Rather than waiting for a quarterly HR report of employee contact information, she can use the real-time report generated from a One Call Now message to update the call list right away. "This feature is just fantastic," she adds.

The employees appreciate having the ability to select which of their phone numbers receive messages. Denise says, "We're able to reach our employees with important information regarding our company, and we're assured that they are, in fact, getting the information. We no longer have drivers saying, 'We never got the call.' We know that they received it."

She concludes, "The safety of our employees is important. We can send them a message if we have a delayed opening due to inclement weather telling them to take their time and be safe. It makes the day go easier, knowing that people have been notified and everyone is aware."

***For businesses like Big Geyser, the One Call Now communication tool helps keep employees protected, informed and engaged.***

## CONTACT US TO LEARN MORE!

**877.698.3262 | [onecallnow.com](http://onecallnow.com)**

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