

# Fostering a Culture of Internal and External Customer Service for Business

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## Making People Matter.



Ambit Energy  
Energy company



Ambit Energy is a United States multi-level marketing company that provides electricity and natural gas services in energy markets in the U.S. that have been deregulated. [Wikipedia](#)

Customer service: 1 (877) 282-6248

Headquarters: Dallas, TX

Founded: 2006

Revenue: 1 billion USD (2013)

CEO: Jere W. Thompson Jr. (2006-)

Founders: Jere W. Thompson Jr., Chris Chambliss

### ***The Challenge – Not focusing on Customer Service***

- With growth, person to person communication, empathy, and shared responsibility diminish. Employees feel isolated and don't share new ideas. Teams feel pitted against each other, Us Vs. Them.
- Customer Service is seen as a cost center. Funds are allocated to sales to get new customers to offset attrition. Customers are perceived as commodities.
- Word of mouth and Social Media ensure bad customer experiences are shared with large audiences, leading to unhappy customers and low employee morale.
- Employees feel powerless, become less productive, leading to the loss of existing and new talent.

### ***The Rewards – Institutionalizing Customer Service***

- Growth become manageable, face to face communications and empathy are encouraged. Employees feel free to express new ideas. Teams work together, the Them becomes Us.
- Customer service is seen as a revenue generator. Lower turnover means higher profits and sales are additive to the customer base. Customers are perceived as high value.
- Word of mouth and Social Media ensure good customer experiences are shared, leading to happy customers and high employee morale.
- Employees share the sense of success, become more productive, leading to high retention and attraction of quality talent.