

Zappos Inspires New Hair Loss Shampoo Company

“The customer oriented culture made famous by shoe company Zappos.com, has leadto a new generation of innovative companies and executives. Customer obsessed businesses have grown in numbers and industries, including the unlikely hair loss company Zenagen shampoo and its employees.”

11/09/2009, Miami, FL (Pr-Inside.com) - Many aspects of the [Zenagen shampoo](#) company culture and organization have been adapted from the customer focused approach perfected by Zappos. Jared Reynolds, CIO of Zenagen was recently interviewed by serial entrepreneur and business expert Barry Moltz on his weekly business radio show, on how Zappos has inspired and changed the corporate culture in the new shampoo company.

[Zappos](#) was recently sold to [Amazon.com](#) for a reported \$847 million dollars, and has long been recognized for their 10 core values and their often zany and customer service obsessed CEO Tony Hsieh. Mr. Hsieh is often seen wearing a t-shirt and jeans and is known for personal twitter messages and implementing a hiring program that offers \$2000 to every employee to quit after the month long orientation.

Brian Carter, of Fuel Interactive, recently interviewed Mr. Hsieh about the Zappos approach. “Our #1 priority as a company is our company culture. We believe that if we get the culture right, most of the other stuff (like great customer service) will fall into place on its own.”

[Zenagen hair loss shampoo](#) is based out of Fort Lauderdale and operates under the spirited company slogan “Zenagen Shampoo, Helping Save the World, One Hair at a Time”. The company’s CIO was recently interviewed about his companies no ties allowed policy. Mr. Reynolds explained “Some days after I attend a meeting that I was forced to dress up for, I will come into our offices and look around to see that I am the only person wearing close toed shoes. It makes me smile because I know the office staff has one less thing to worry about and that they can more effectively do their job and help grow our product and brand”.

Customer service has long been known to be a important key for business, and many companies have struggled with the issue. Comcast, ATT, and Sprint were recently voted some of the worst customer service companies in a [2008 MSN Money consumer survey](#). Sprint scored a shocking 40% negative customer satisfaction rating. The companies have been working hard at improving their customer service operations, including hiring more representatives and additional training.

Increase acceptance of social media and social shopping has affected many companies customer service strategy. Sites like Facebook, Twitter, and Yelp! allow an angry customer to tell the world in real time about a bad customer service experience, making public image nightmares for businesses. With more and more companies operating like Zappos, customer focused business may become the new standard of business.

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