



**Ping Chu, MBA '03**

Resource Manager, Verizon  
Dallas, Texas

As a CHILD, Ping Chu was always eager to help others so it's not surprising that she ended up working in customer service. Today, she is still helping others through her work at Verizon, a global leader in delivering broadband, video and other wireless and wireline communications services to mass market, business, government and wholesale customers.

Chu's career with Verizon began when she was a college student and her loyalty is undeniable, as she has worked for Verizon for 16 years now.

"I started working as a night shift computer operator," she said. "It was the best job a student could ask for because during the daytime, I was able to go to school, and at night, I was able to work full-time. I was also able to get full-time employee benefits from the company."

While her work continued at Verizon, Chu enrolled in Baylor's Executive MBA (EMBA) Program in Dallas and graduated in 2003.

"There were so many lessons that I learned from my EMBA experience," she said. "I think the greatest of all is that the experience changed me and taught me to not only look at the ground that I am walking on but to also see the big picture. It helped me to become a well-rounded leader. Also, the friendships and networks that I built throughout the program have helped me broaden my view. Even after graduating eight years ago, I am still in touch with many of my professors and classmates."

Throughout her career at Verizon, Chu has held a variety of roles; however, she has an amazing ability to focus on her work responsibilities while always keeping the customer top-of-mind.

"Currently, I am working with an executive team to focus on process re-engineering Verizon's Network Monitoring Call Center for our consumer and business customers," she said. **"This is to provide our customers the fastest and most reliable network that we can offer. One of Verizon's credos is to continuously focus on serving our customers better and faster."**

Along with continuous process improvement, the extremely fast pace of evolving technology presents its own challenges for the telecom industry.

"Verizon is at the forefront of creating new, innovative technologies that improve the daily lives of our customers," Chu said. "That includes our all-fiber FiOS network, our 4G LTE wireless network and our advances in cloud computing. Because the technology is always evolving, we are committed to bringing our customers along the learning curve, ensuring that they have a solid understanding of how to use the technology to enhance their lives. It's challenging and rewarding at the same time."

Chu believes in the importance of serving as a knowledgeable and dependable advisor for her customers, able to resolve their issues and meet and exceed their expectations.

**"We are the eyes and ears for our company,"** she said. "Our role is to be an advocate for the customer, being able to understand and sometimes anticipate their needs and recommend solutions that will make their lives more efficient and enjoyable. **Above all, remember we are touching a person's life. We have an opportunity to directly impact that life and make someone smile."**

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