

Customer Service Best Practices

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Why Customer Service Matters

On Walmart Marketplace, customer service directly affects your Seller Scorecard, search visibility, and eligibility for programs like Pro Seller. It is an operational requirement, not just a nice-to-have.

- Response time is tracked and affects seller metrics
- Customer satisfaction drives reviews and ratings
- Poor service leads to increased returns and cancellations
- Excellent service creates repeat customers and positive word-of-mouth
- Walmart may take action on accounts with consistently poor customer service

Communication Standards

Set clear standards for every customer interaction.

- Respond to all messages within 24 hours (target: 4 hours during business hours)
- Use professional, empathetic language in every communication
- Address the customer's specific concern directly
- Offer solutions rather than excuses
- Follow up to confirm resolution and satisfaction

Common Customer Issues

Prepare responses and processes for the most common customer inquiries.

- 'Where is my order?' — Provide tracking information and estimated delivery date
 - 'Product not as described' — Offer exchange or return with apology
 - 'Damaged in shipping' — Process immediate replacement, improve packaging
 - 'How do I return this?' — Provide clear return instructions
 - 'Wrong item received' — Ship correct item immediately with prepaid return label
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