

15.1: Why It Matters- Customer Service Strategies

Why learn about customer service strategies?

In this module you'll learn why customer service strategies are an integral part of making all aspects of retail operations successful. In fact, customer service is arguably the most important aspect of retail.

Walmart founder Sam Walton himself once said, "There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."



Walton's understanding of the importance of developing long-term, mutually beneficial relationships with customers by using critical strategies like profiling customer characteristics and excelling at service was critical in amassing millions of loyal shoppers over the past four decades. (Source: Entrepreneur – [Sam Walton: Bargain Basement Billionaire](#).)

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