

RETAIL

Nordstrom heightens customer service prior to holiday craze

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Nordstrom aims itself with added employees for holiday season. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is ramping up its customer service offerings for the upcoming holiday season with an influx of new hires.

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The store is hosting a company-wide hiring day on Oct. 19 during which all store locations across the United States and Canada will participate in hiring new employees for its bricks-and-mortar locations, call centers and distribution and fulfillment centers.

"Our focus is always on serving our customers, and our employees enable us to help deliver outstanding customer experiences," said Christine Deputy, chief human resources officer at Nordstrom. "The holiday season is one of our busiest times of year and we need to be sure we have the right teams in place to be able to offer our customers the service and experience they're looking for, no matter how they choose to shop with us."

Holiday hectic

Interested candidates can apply online at Nordstrom's career portal.

The move is an effort to ensure maximum quality customer service over the busy holiday season, which can be down to become hectic.

Nordstrom has stated that it is looking to hire more than 24,000 new personnel across the board for the season.

Of those 24,000 new hires, 20,300 are slated to go to Nordstrom's 122 stores and to 242 Nordstrom Rack locations. Nine hundred will be added to the call center, to assist with the influx in customer service inquiries.

To help keep up with the extra shipping demands, 2,800 positions will go to fulfillment and distribution in Iowa, Pennsylvania, California, Oregon, Florida and Maryland.

The hiring event began at 11 am, including same-day interviews and on-the-spot job offers.

"Our seasonal roles offer new employees a terrific opportunity to learn more about Nordstrom and the many career paths we offer," Ms. Deputy said. "We have a promote-from-within philosophy, which is why so many of our long-

term employees began their Nordstrom careers in a seasonal role."



Nordstrom knows that customer service is important during the holidays. Image credit: Nordstrom

Initiatives like this could be why Nordstrom is just a force within customer service.

The department store chain is among the brands offering the best customer service experiences and emotional connectivity, according to a report by global customer agency C Space.

Consumers prefer to spend their money on emotionally cognizant companies that provide quality customer service, directly benefiting brands' bottom lines. The more emotionally connected shoppers are, the more likely they are to make frequent purchases and recommendations ([see story](#)).

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