

Defending customer's privacy essay

[Economics](#), [Trade](#)



Defend an organization's right to collect customer's data. Should the company limit the use of this Information? I am choosing to talk about Wall-Mart and the way they choose to protect the customer's data that is collected when a customer uses a credit or debit card or a check at Wall-Mart.

This establishment is here to protect the rights and concerns of every consumer who purchases products through either online or by eyeing items in the store. I know personally from being a regular shopper at Wall-Mart and from working there for about a month they are very concerned about advertising people's personal information because they are trying to avoid lawsuits and unnecessary actions that can be taken against them. Wall-Mart is a people friendly atmosphere where a lot of people enjoy shopping because of all the products they sell and the reasonable prices that are affordable. Now when I was an employee at the establishment, Wall-Mart's policy was to never ask questions that didn't pertain to the customer like where do you work or how long have you been there. They were more concerned with ensuring the customer's privacy and respect for them as a convenient shopper.

From being a regular customer at Wall-Mart I do know some of the policies that are set in place to ensure the customer's privacy. Let's say for instance you purchase items with a debit or credit card you have to show your ID with a photo, but in some cases the customer service rep. Doesn't even ask. Now I have seen some customer service reps. Rating information down but I couldn't understand why.

So I asked why do they need all of this information if you just viewed my ID, and I was told it was a store policy. I knew that information was incorrect so I would always challenge them and ask them the new policy and where the company (Wall-Mart) should not be given any second or third it's written. Party any type of information because it breaks the consumer law about consumer privacy. The Federal Trade Commission (FTC) regulates and oversees business privacy laws and policies that impact consumers. Check out the following guides from more information on how you can ensure you are compliant. Also I don't think any establishment should sell or give anyone someone's information because it's illegal. How does collecting this information contribute to the service culture? Wall-Mart has 3 beliefs in contributing to the service culture for their customers and employees.

Wall-Mart believes that if they follow these three simple rules everyday to everyone that their culture would be recognized and praised for their outstanding treatment of the customers. Wall-Mart from their CEO and staff recognize that if it weren't for their customers they wouldn't be in business. Service to their customers is their #1 obligation to serve every customer as their number one priority, and then their next belief is to support everyone equally and fairly without being discriminating to their community and local stores by offering incentives and rewards to those who help them diligently remain in business. The next thing Wall-Mart does to ensure service culture to all is value their opinion, respect and loyalty as a customer. By showing respect to each individual the shopper feels as if they are important and the store is concerned about them being able to find what they're looking for. Respect is also valuing the customer's opinion when trying to decide what

product is best for them without trying to persuade them to purchase something they didn't want, and the last way to respect and value each customer is being able to communicate slowly and clearly so each person doesn't feel as if they aren't understood. Listening is the key to being able to help and locate items that the customer couldn't find.

In doing that the shopper feels and knows that the service in that establishment is welcoming to them asking questions and being able to direct them in the right direction. Forecast what you think the customer service infrastructure will look in five years. I think in five years from today, Wall-Mart's customer service infrastructure will improve because they want to continue to cater to the needs of their customers by any means necessary. Wall-Mart will continue to have a circular ad that displays certain sales and bargains, have online shopping for those who can't get to the store. These will improve because if the customer can get what they want either online or in the store then it makes for great shopping and they will continue to come back because of the customer service they received.

Wall-Mart's forecast in my opinion is they are trying to better the quality of their products everyday and keeping the prices reasonable so their customers can continue shopping there. Their objective is to provide their customers with dignity and respect in order to maintain their client on a regular basis.