

[SYMBOL LOOK-UP](#)

Web  
 CNN/Money

powered by

- [Home](#)
- [News](#)
- [Markets](#)
- [Technology](#)
- [Commentary](#)
- [Personal Finance](#)
- [Autos](#)
- [Real Estate](#)

[NEWS](#) > [Fortune 500](#)

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [SUBSCRIBE TO MONEY](#) |

## Nordstrom scores for service

### Survey: Department store tops list ranking customer service at retailers; Wal-Mart misses top 10.

November 15, 2005: 10:58 AM EST

**NEW YORK (CNN/Money) - Nordstrom knows how to pamper customers and provide service with a smile, according to a new industry survey.**

The Seattle-based department store came in first in a new survey by the National Retail Federation Foundation and the American Express Company ranking customer service at retailers.

Upscale retailer Coldwater Creek claimed the No. 2 spot, while Marshall Field's came in third among the more than 8,600 consumers polled for the survey.

Kohl's and department store Boscov's followed in fourth and fifth place, respectively.

Retailers may be [slashing prices](#) to attract bargain-hungry shoppers this year, but providing customer service is another way to bring in the holiday spenders.

"As the retail environment becomes more competitive, customer service is taking a front seat in helping retailers maximize sales," said NRF Foundation President Tracy Mullin.

According to the survey, 84.8 percent of consumers said they spend and shop more at retailers who provide good service.

Rounding out the survey's top 10 places to receive good service were outdoor gear retailer REI, JCPenney, plus-size chain Lane Bryant, Best Buy and Eddie Bauer.

Retail giant Wal-Mart narrowly missed the top 10 customer service list of retailers, but the company claimed the No. 1 spot in the discount chain category.

Consumers expect the highest level of service from restaurants. They also have high expectations when they shop at specialty stores, department stores and drug stores, the survey said.

They have the lowest expectations when it comes to shopping at membership warehouse clubs and discount stores, it said.

#### Top 10 Retail Stores for Customer Service

Rank	Company
1	Nordstrom
2	Coldwater Creek
3	Marshall Field's
4	Kohl's
5	Boscov
6	REI
7	JC Penney
8	Lane Bryant
9	Best Buy
10	Eddie Bauer

Source: NRF Foundation/American Express 2005 Customer Service survey

#### Top 5 Department Stores for Customer Service

Rank	Company
1	Nordstrom
2	Marshall Field's
3	Kohl's
4	Boscov
5	JC Penney

Source: NRF Foundation/American Express 2005 Customer Service survey

#### Top Stories

[E-banks could cost you](#)

[Wobbly Wednesday](#)

[Applied Materials profit falls](#)

[World's first working \\$100 laptop](#)

[Yahoo stock surges to five year high on ad outlook](#)

#### YOUR E-MAIL ALERTS

Customer Service

Nordstrom Inc.

Retail

or

[CREATE YOUR OWN](#)

[Manage alerts](#) | [What is this?](#)

-----  
Retailers are getting jittery this holiday season. [Click here](#) to find out why.

Check out the new tricks in the gift card business -- [click here](#). ■

### Top 5 Discount Stores for Customer Service

Rank	Company
1	Wal-Mart
2	Target
3	Kmart
4	Meijer
5	Costco

Source: NRF Foundation/American Express 2005 Customer Service survey

### Top 5 Food & Drug Stores for Customer Service

Rank	Company
1	Wegmans
2	Trader Joe's
3	Whole Foods
4	Publix
5	Vons

Source: NRF Foundation/American Express 2005 Customer Service survey

### Top 5 Specialty Apparel Stores for Customer Service

Rank	Company
1	Coldwater Creek
2	Lane Bryant
3	Eddie Bauer
4	Victoria's Secret
5	Express

Source: NRF Foundation/American Express 2005 Customer Service survey

### The Hot List

[What techies want: 2005 gift guide](#)

[Year-end tax tips](#)

[Fewer new buyers can afford a home](#)


### More Fortune 500

[Did oil execs lie to Congress?](#)

[Merck's new medicine for big challenges](#)

[Abbot misses mark, Lilly/Takeda may help](#)

**Money** TRY AN ISSUE OF MONEY MAGAZINE FREE



<input type="text" value="Name"/>	<input type="text" value="State/Pr"/>	<a href="#">Privacy Policy</a>
<input type="text" value="Address"/>	<input type="text" value="Zip/Po"/>	
<input type="text" value="City"/>	<input type="text" value="E-mail"/>	<input type="button" value="Continue"/>

[contact us](#) | [magazine customer service](#) | [site map](#) | [glossary](#) | [RSS](#) | [press room](#)

OTHER NEWS: [CNN](#) | [SI](#) | [Fortune](#) | [Business2.0](#)

\* - Time reflects local markets trading time.

† - Intraday data is at least 15-minutes delayed.

[Disclaimer](#)

© 2005 Cable News Network LP, LLLP. A Time Warner Company ALL RIGHTS RESERVED.

[Terms](#) under which this service is provided to you. [privacy policy](#) [Reprints](#) of site stories are available.