

Guide for responding to customer messages

At Walmart, we know the quality and speed of responding to customer messages is one of the key reasons why customers stay...or leave! That’s why we ensure all Marketplace sellers respond to inquiries with the customer’s needs in mind. Use the best practices below to effortlessly respond to customer messages and provide an excellent customer experience.

Last updated on Sept 30, 2025 Reading time: 1 min



DO respond to customers within 48 hrs (including weekends).

Even if you can’t resolve the issue immediately, you’re expected to respond in a timely manner per Walmart policy (including “Additional Days Off” and Operational Outage periods).

DO acknowledge and empathize with the customer’s issue.

An apology goes a long way and helps build their trust.

DO maintain professionalism in your responses.

Double-check grammar and spelling and use templates to quickly respond. Your response shouldn’t include promotional materials or links to other websites other than Walmart.com

DO monitor the Message Center frequently.

All messages require a response. Each message is tagged to help you easily identify the nature and urgency of the message.

DON’T provide automated responses that require multiple follow-ups.

Customer resolutions should be provided with minimal back and forth communication.

DON’T mislead or overpromise.

Be clear in setting your customer’s expectations when offering customer resolutions.

DON’T provide inaccurate contact information.

Keep your information up to date in Seller Center so customers and Walmart can reach you when needed.

DON’T ignore your spam folder.

Whitelist Walmart addresses to ensure all customer inquiries are reaching you.

DON’T haggle with customers.

You’re prohibited from negotiating alternative solutions. All return requests should be handled in accordance with Partial Keep It Rules or other pre-authorized resolutions established before the time of purchase.

Resources



[Customer care policy](#)



[Message templates](#)



[How to respond](#)



[Sample responses](#)