

Featured Occupation of the Month: Customer Service - Retail

Opportunities for a customer service role in retail are everywhere! From clothing to housewares, groceries and specialty stores like booksellers and pet stores, there are endless ways to enter this industry and build a variety of skills that can help you advance in this field or enhance your future job search.

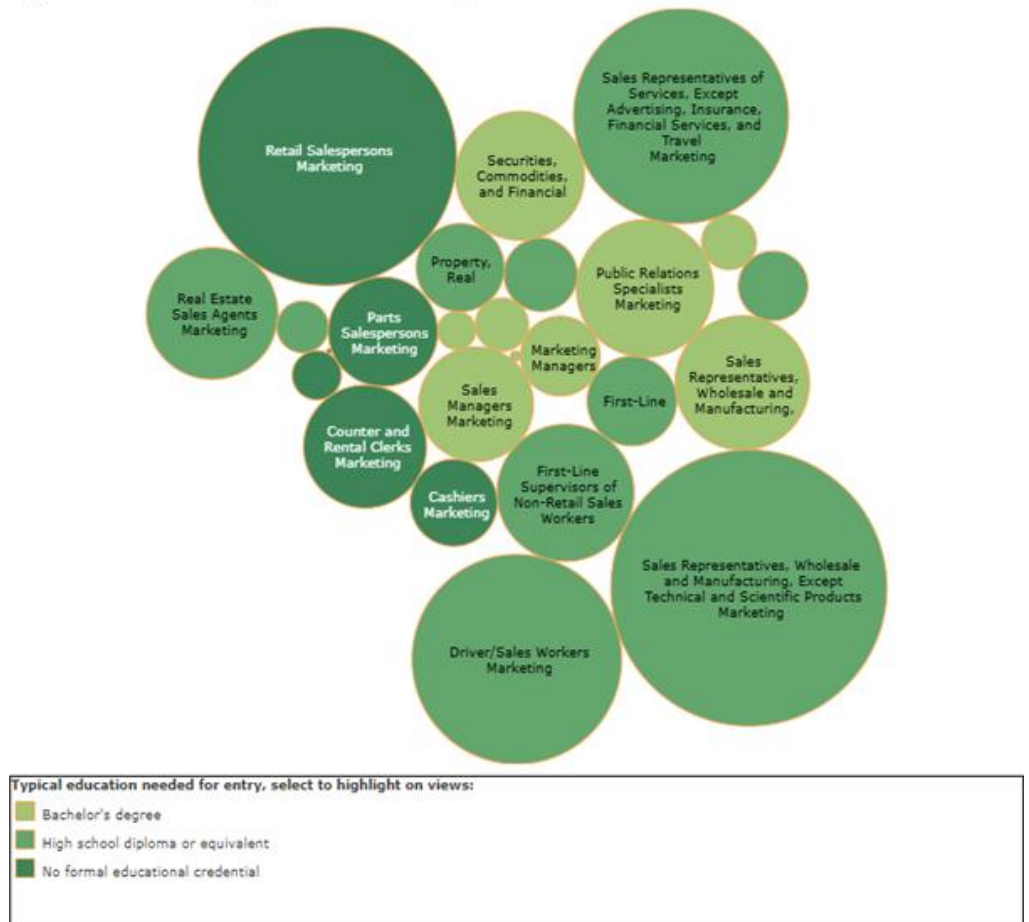
The Wisconsin Department of Workforce Development (DWD) places retail jobs in its Marketing Career Cluster because many of the common job duties include making sales, handling money, and displaying merchandise. Beyond the retail industry, other jobs within this Career Cluster include insurance and automotive sales, real estate, and advertising. However, regardless of specific job title, many of the skills needed to be successful in the Marketing industry are the same, including a strong attention to detail, the ability to work well with a variety of people, and great problem-solving skills. A retail setting may help build specific, additional skills like stocking, money handling, and even specialized knowledge of a particular product or industry. Customer service representatives also experience a lot of interaction with the public, help customers solve problems, and organize inventory to meet the needs of their business.

There are many benefits and advantages to entering the retail industry in a customer service role. Retail is among the most accommodating industries in the labor market, allowing for part-time as well as full-time roles, flexibility with scheduling, and a wide range of job opportunities without needing extensive

education or prior experience. Many retail outlets will also allow for discounts for employees, and some even offer education, health insurance, and retirement benefits!

As shown by the Marketing Career Cluster (right), a retail customer service position can easily lead to other jobs within this industry, including management, commission-based sales roles, and advertising. With some further training and professional development, a person

Typical Education and Projected Numeric Change



Written by: Courtney Pagel
Posted Date: 1/28/25
NorthCentral FSET
West Central FSET

who begins in a retail customer service role can one day become a marketing industry professional—and FSET can help!

If you're interested in exploring a customer service role as part of the retail industry, be sure to let your FSET Case Manager know. They can help with resume and skills development as well as helping you find the right opportunity that works with your preferences, needs, and experience. Don't forget to ask about additional education and training that can help you build the skills you need to be successful and advance in this industry. Finally, take a look at FSET's Employer Partners page to find retail customer service positions in your area. If you are interested in applying, let your FSET Case Manager know, and the Career Services team may be able to reach out to the employer on your behalf!

Check out a few of our FSET Employer Partners below for customer service positions in the retail industry!

Home Depot – [See further opportunities!](#)

- [Cashier - Wausau, WI | Jobs at The Home Depot](#)
- [Customer Service/Sales - Wisconsin Rapids, WI | Jobs at The Home Depot](#)

Goodwill – [See further opportunities!](#)

- [Cashier/Merchandiser - Wisconsin Rapids](#)
- [Production Specialist - Rhinelander](#)

Trig's – [See further opportunities!](#)

- [Part-Time Deli Associate - Trig's Eagle River](#)
- [General Opportunities - Trig's Eagle River](#)